

A close-up photograph of two hands shaking in a firm grip. The hand on the left is darker-skinned and wears a blue and white striped shirt cuff. The hand on the right is lighter-skinned. The background is a soft, out-of-focus light blue.

Common Customer Complaints

Partner Training Modules

Module Four

Primary Objectives of the Workshop

1. Describe the most common customer complaints.
2. Identify how these complaints could have been avoided so you can prevent them from happening in the future.

Before you conduct the workshop:

1. Verify that the PowerPoint is loaded and ready to run
2. If the workshop includes video and you are going to use it, verify the proper operation of the video
3. Verify the printing of the participant materials & the availability of pens/pencils and pads of paper
4. Check the room set up

Facilitation Keys to Remember:

1. Review the slides and key points
2. Talk to the participants, not the screen
3. When you ask a question, let participants answer
4. Ask questions early on to get workshop participants immediately engaged
5. The participants should talk 50% of the time
6. Try to get all of the participants involved in the conversation
7. When participants ask a question, repeat the question so that everyone hears it



Slide 1 – Imperatives 1

The PURPOSE of this module is to determine our most Common Customer Complaints.



Slide 2 – Imperatives 2

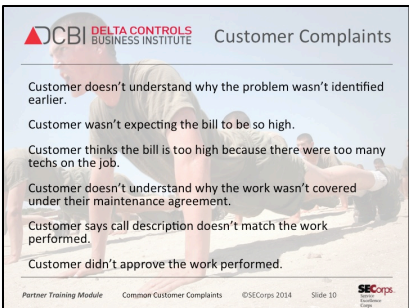
And identify how these complaints could have been avoided so we can prevent them from happening in the future



Slide 3 – Customer Complaints

Customer complaints cause a great deal of non-productive effort, unnecessary communication, billing credits and loss of faith in the technician and the company. What are the most common Customer complaints that you deal with? Capture responses on a flipchart or whiteboard. Look for and emphasize:

- The Customer doesn't understand why the problem wasn't identified earlier.
- The Customer wasn't expecting the bill to be so high.
- The Customer thinks the cost is too high because there were too many technicians on the job.
- The Customer doesn't understand why the work wasn't covered under their service agreement.
- The Customer says the call description doesn't match the work performed.
- The Customer didn't approve the work performed.



Slides 4 through 10 – Customer Complaints

Briefly cover six common Customer complaints and encourage participants to share their stories about these complaints.

- The Customer doesn't understand why the problem wasn't identified earlier.
- The Customer wasn't expecting the cost to be so high.
- The Customer thinks the cost is too high because there were too many technicians on the job.
- The Customer doesn't understand why the work wasn't covered under their service agreement.
- The Customer says the call description doesn't match the work performed.
- The Customer didn't approve the work performed.

Break the participants into two groups and give them two sheets of flipchart paper to write on and a marker to write with.

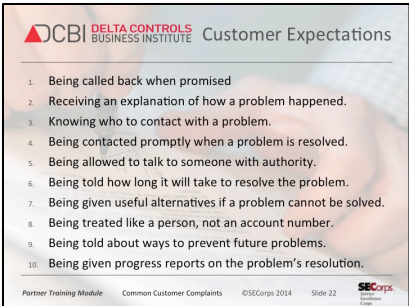
Group One: Whose responsibility are they?

Group Two: How could these problems have been avoided or preempted? Whose responsibility are they?

When the groups are finished they should post their flipcharts and have a spokesperson present them to all of the participants.

After Group One finishes their presentation, ask Group Two if they have anything to add. After Group Two finishes their presentation, ask Group One if they have anything to add.

Identifying common complaints and developing a strategy to deal with them ahead of time will enable us to provide quick responses and solutions that will keep our customers satisfied.



Slides 11 through 22 – Customer Expectations

Communication problems aren't unique to our industry. On the following slides, we identify the results of a study conducted for the banking industry, and just like David Letterman this study came up with a "Top Ten" list. As we go through this list, take note that these banking customers have the **same** expectations as our customers. Again ask participants to share personal experiences.


1. Being called back when promised.
2. Receiving an explanation of how a problem happened.
3. Knowing who to contact with a problem.
4. Being contacted promptly when a problem is resolved.
5. Being allowed to talk to someone with authority.
6. Being told how long it will take to resolve the problem.
7. Being given useful alternatives if a problem cannot be solved.
8. Being treated like a person, not an account number.
9. Being told about ways to prevent future problems.
10. Being given progress reports if a problem cannot be solved immediately.

Ask the question, "Why is it important for us to know this information?"

Look for and emphasize:

- So we can anticipate our Customers' needs and exceed their expectations.
- To remind us that we have to communicate, communicate, communicate.

No one really looks forward to dealing with Customer complaints, but if each of us is more effective in anticipating and avoiding them through effective communication, all of us will eventually benefit.



Complaints Exercise

Role Play

The Customer's control panel is outdated. New controls will greatly enhance the Customer's ability to control energy use, environmental comfort and building safety. You sit down with the Customer to discuss the new technology. The Customer complains that they didn't know the panel would ever need to be replaced. Role play the conversation with the Customer.

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Slide 23 – Complaints Exercise

Have workshop participants pair up and enact the following scenario. One will be the Customer. The other will be the technician. If time permits, they can switch roles.

The Customer's control panel is outdated. New controls will greatly enhance the Customer's ability to control energy use, environmental comfort and building safety. You sit down with the Customer to discuss the new technology. The Customer complains that they didn't know the panel would ever need to be replaced. Role play the conversation with the Customer.

As an alternative to the role play, use the scenario to discuss how a technician should handle this situation.



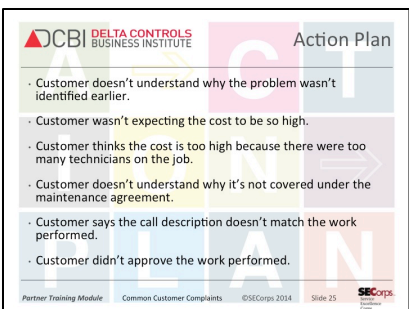
Complaints Discussion

What worked and what didn't work in your role play with the Customer?

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Slide 24 – Discussion

Ask, "What worked and what didn't work in your role play with the Customer?"



Action Plan

- Customer doesn't understand why the problem wasn't identified earlier.
- Customer wasn't expecting the cost to be so high.
- Customer thinks the cost is too high because there were too many technicians on the job.
- Customer doesn't understand why it's not covered under the maintenance agreement.
- Customer says the call description doesn't match the work performed.
- Customer didn't approve the work performed.

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Slide 25 – Action Plan

Write down the three Customer complaints you hear most often and determine how you will communicate with the Customer in the future to avoid misunderstandings.



Slide 26 – Key Takeaways

Ask, “What are three key takeaways you’ve learned from this workshop?” Have everyone share.



Slide 27 – Module Review & Questions

After a quick review, give workshop participants the opportunity to raise questions. Start with, “Who has the first question?” As much as possible, encourage other participants to answer the questions raised.