

**ADAM  
TOPOREK**



a new approach to  
**CUSTOMER  
COMPLAINTS**

A brief guide to keeping customer  
complaints in perspective.

**RAPID HERO LEARNING AIDE**  
**EMPLOYEE ONBOARDING I :: MODULE 5: LESSON 1**

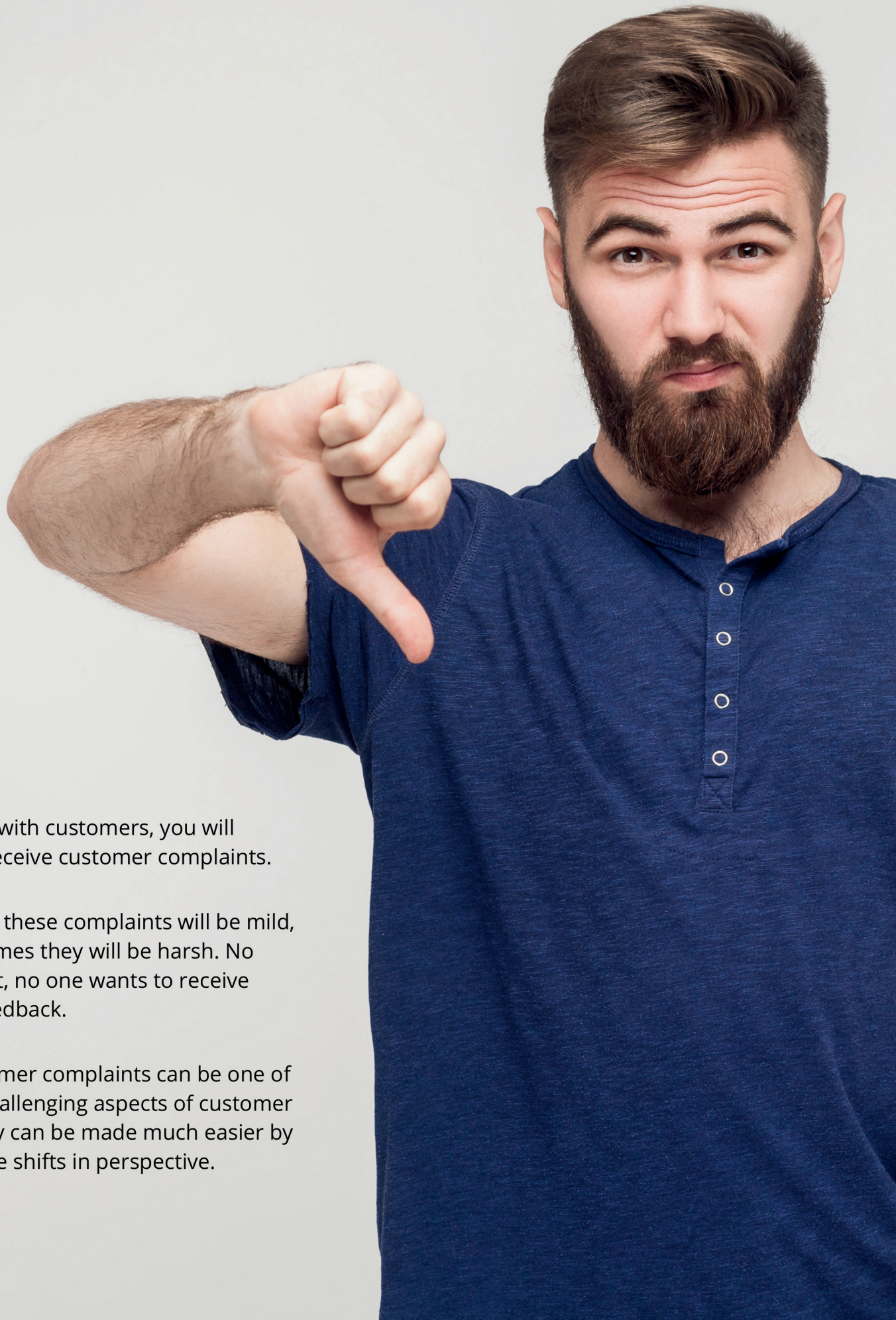


This document has been provided as part of the virtual training course **Rapid Hero: Employee Onboarding I.**



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m a d e h u m a n

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If you work with customers, you will inevitably receive customer complaints.

Sometimes, these complaints will be mild, and sometimes they will be harsh. No matter what, no one wants to receive negative feedback.

While customer complaints can be one of the most challenging aspects of customer service, they can be made much easier by some simple shifts in perspective.

# REMEMBER!

## MOST OF THE TIME, CUSTOMER COMPLAINTS ARE NOT ABOUT US.

Here are some of the reasons behind customer complaints:



### UNMET EXPECTATIONS

Sometimes, our organization did nothing “wrong”; yet, the customer is upset with what we did. This happens when the customer has an expectation that was not met.

### CONTINUED FRUSTRATION

Sometimes, the customer has had a series of bad experiences or felt hassled before getting to us. They've been patient, but when they reach us, they've finally had enough.



### PERSONAL PROBLEMS

Sometimes, the customer has something going on in their personal life that is affecting how they respond. It's not about us, but they are taking it out on us.

# REMEMBER!

Even though customer complaints can feel personal, they usually aren't. Try to remember that customers are generally expressing their frustration with the situation, not with you.



## COMPLAINTS SHOULD COME WITH BOWS ON THEM!

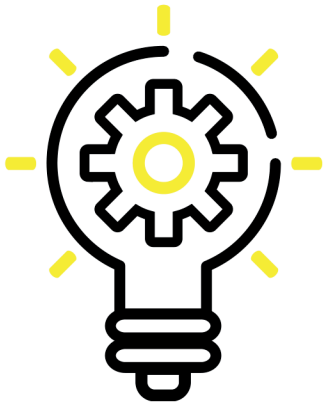
Another positive perspective to maintain regarding customer complaints is how valuable they can be to us and our organization.

**Silent attrition**—when customers leave but never say a word to the company—is a huge issue in many businesses.

And what's even worse? Usually the customers aren't silent—they're telling plenty of people about the bad experience they had, just not us.



# WHAT CAN WE GET FROM CUSTOMER COMPLAINTS?

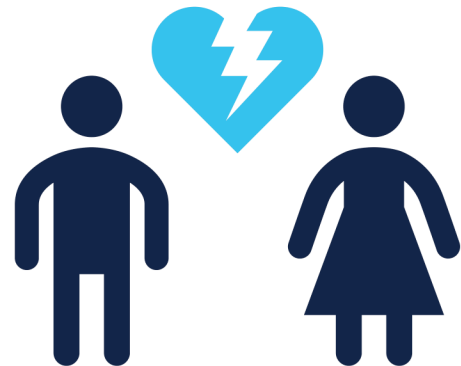


## KNOWLEDGE AN ISSUE EXISTS

Without a complaint, we may not even be aware that the customer has an issue. We may think that the customer is satisfied, even pleased, while that customer is carrying around a bad experience—either into their next interaction with us or out the door forever.

## OPPORTUNITY TO REPAIR THE RELATIONSHIP

Knowing an issue exists gives us the opportunity to "make it right." Whether a minor or major issue, a complaint allows us to tackle it head on and repair the relationship with our customer.



## INSIGHTS ABOUT OUR EXPERIENCE

Complaints not only help us identify individual issues but to learn about broader gaps in our experience delivery. Through feedback, we can improve the overall experience and prevent future issues.

Keep these ideas in mind when faced with customer complaints, and you'll find yourself in a better position to respond calmly and professionally to the customer in front of you.

Complaints, like so many aspects of customer service, are about perspective, and how you view a complaint is a pretty good indication of how you'll handle one.