

How to Handle Customer Complaints

By Teresa King

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Customer complaints happen. You can't please everyone. Once you realize that nothing is 100 percent, then you can take a deep breath.

At first you may find yourself thinking self-defensive thoughts. Never write to your customer when you have that edgy self-protective feeling. Let it cool down.

The first thing you do is make your customer right. People like to be right. Compliment them.

"What," you sputter... "the client has just complained about my service, my product and you want me to find a compliment for them?"

Yes. A compliment is easy to give, it costs nothing. And it appeases your customer.

Here is your quick list for you to think about before doing any action.

Was the complaint about a service you did for them?
Was the complaint about a product you sold?
Are they demanding a charge back?
Are they in a pleasant mood or a screaming at you mood?

There is nothing more disconcerting than to receive a screaming email.

Here is a scenario with a web building customer.

I just checked my new website that you built for me. There are over 5 broken links, and I don't like the first paragraph. I shouldn't have to pay for this crap work.

Answer. Wow, what a great job. You know not many of my clients even bother to check links. I really appreciate your finding those. I will fix them immediately.

On the paragraph, you are not happy with, do you have any suggestions that you would like in that paragraph?

Get back to me as soon as you can, so I can make you one of my many happy customers!

Thanks!

It is very hard to stay mad about something with that kind of customer support response.

Here is another scenario:

I signed up for your membership site. I can't believe you charged \$40.00 for this site. It has two broken links and I can't download any of your books.

Answer: Hi, Customer First Name,

Thank you for your purchase, and I am truly sorry that it has not worked out for you. Of course, I will refund your money if your are not happy.

Would you mind doing me a favor, since you have been doing really well with improving your online business. It would help me tremendously if you could tell me where the two broken links are. And, since you will be wanting to read many books to learn how to market your site, you will need to know how to download your books.

Please send me what problems you are having with downloading the books that you want to read, so I can help you.

In that scenario, you have offered to refund the money, you have complimented them and you have asked for their help. Plus, you have offered to help them.

They cannot stay mad, and most will not charge back, once they have calmed down. If they do, they will never bad mouth you, because you gave them what they wanted.

Remember, when a customer is unhappy, you must rectify the situation. There will always be a customer that charges back, no matter how great the product is. So,

cheerfully refund their money.

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Teresa King is a writer and a net-entrepreneur. Subscribe
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