

Resolving Customer Complaints



Category: ✓ Business English

Topic: ✓ Work, Problems

Media: ✓ Video

Level: ✓ B2-C1 Upper-Intermediate / Advanced

Grammar: ✓ Mixed Grammar

Learning Focus: ✓ Listening, Speaking, Vocabulary



Task 1

Read the comments below. Write C (customer) or S (staff).

The most common complaints

1. I keep getting shuffled from one person to the next.
2. We're doing our best to make sure we get this issue resolved quickly, but sometimes it takes time.
3. They just don't seem to care at all.
4. We handle many issues at a time, but they want to be kept up to date on their issue.
5. They blame us for the product's faults.
6. They don't seem to know the product well enough to provide necessary information.



Task 2

Watch the [video](#). Answer the questions.



1. What shouldn't you do while a customer is making a complaint?
2. How should you react once they finish?
3. What's the most important thing you should offer a customer?
4. What's the thing to understand about a customer?
5. What was the outcome of the presented case?

**Task 3**

Fill in the blanks with the correct words from the video.
Answer the questions.

1. Sometimes you have to properly _____ expectations. What is meant by that?
2. You're totally _____ in how you feel. Why is it important to say that?
3. Show a customer that you _____ benefit from what you're about to offer.
What's the benefit for the company?
4. First, I had to _____ the fact that I understood where he's coming from.
What does it refer to?
5. Why is it vital to understand what a customer wants to _____ ?

**Task 4**

Put a check mark (✓) next to the items that you agree with.
Next, answer the questions.

Strategies for dealing with a difficult customer

- be dismissive of their behavior
- never apologize for the issue
- try to diffuse negative or highly charged emotions
- show empathy
- offer a full refund
- follow up with the customer to get their feedback on the solution you offered
- set aside your personal opinions and feelings
- adjust to the customer's communication style
- consult the company's policies and regulations
- be transparent about the issue

Why did you choose those strategies?

Describe a time you, or someone you know, had to deal with a difficult customer/client at work. What happened? How was the problem solved?

NOTES

A series of horizontal dashed lines for writing notes.