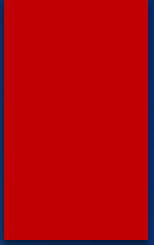


Cómo atender a una reclamación o queja + SUFFIXES



How to deal with
customer complaints
and claims
+
SUFFIXES

Seminar Overview

1. Word formation: SUFFIXES
2. Handling complaints VOCABULARY
3. Useful TIPS for dealing with complaints
4. HOW TO handle customer complaints
5. Useful EXPRESSIONS to handle complaints politely
6. 5 STRATEGIES to resolve customer complaints in a smooth and professional manner
7. How to talk to your ANGRYEST customers

WORD FORMATION: SUFFIXES

- A suffix (sufijo) is a letter or group of letters added at the end of a word which makes a new word.
- The new word is most often a different word class from the original word.



WORDS	SUFFIX	NEW WORDS
forget, use (VERB)	-ful	forgetful, useful (ADJECTIVE)
state, govern (VERB)	-ment	statement, government (NOUN)
complicate, create (VERB)	-ion	complication, creation (NOUN)

WORD FORMATION: SUFFIXES

- Often, the suffix causes a spelling change to the original word.

beauty, duty + **-ful** → *beautiful, dutiful* (-y changes to i)

heavy, ready + **-ness** → *heaviness, readiness* (-y changes to i)

able, possible + **-ity** → *ability, possibility* (-le changes to il)

permit, omit + **-ion** → *permission, omission* (-t changes to ss)

COMMON SUFFIXES : nouns *

SUFFIX	USE	EXAMPLES OF NOUNS
-age	Process, function, condition	baggage, village, postage
-al	(Latin) the act of ...	arrival, burial, removal, deferral
-ance/-ence	Forms an abstract noun	reliance, defence, insistence
-dom	Forms an abstract noun	boredom, freedom, kingdom
-ee	What sb does or what sb is	interviewee, payee, trainee
-er/-or	Occupations or what sb does	driver, writer, director, trainer
-hood	Forms an abstract noun	brotherhood, childhood, neighbourhood
-sion/-tion/-xion	Forms an abstract noun	expression, population, complexion



COMMON SUFFIXES : nouns *

SUFFIX	USE	EXAMPLES OF NOUNS
-ery /-ary -ry	Place, thing or action	bakery, brewery, nursery, jewellery entry, delivery, ministry, robbery
-ism	Explains philosophies	capitalism, Marxism, socialism
-ist	Explains the follower of philosophies	capitalist, Marxist, socialist
-ity /-ty	Forms an abstract noun	brutality, equality, cruelty
-ment	Forms an abstract noun	amazement, disappointment, parliament
-ness	Forms an abstract noun	Goodness, kindness, usefulness
-ship	Creates bonds	friendship, membership, workmanship



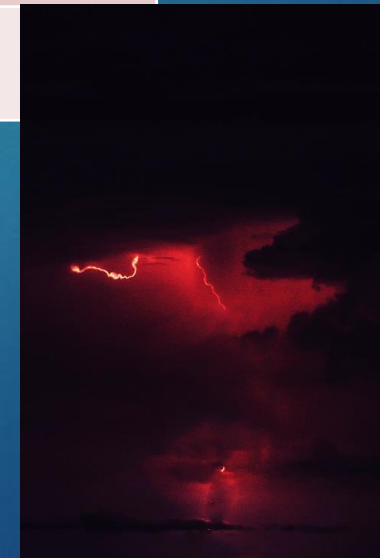
COMMON SUFFIXES : adjectives

SUFFIX	EXAMPLES OF ADJECTIVES
-able/-ible	drinkable, portable, flexible
-al	brutal, formal, postal
-en	broken, golden, wooden
-ful	helpful, useful, hopeful, forgetful
-less	helpless, useless, hopeless, homeless
-ive	active, passive, productive
-ly	daily, monthly, yearly, quarterly
-ous	cautious, famous, nervous



COMMON SUFFIXES : adjectives *

SUFFIX	EXAMPLES OF ADJECTIVES
-ian	<i>Canadian, Malaysian, Peruvian</i>
-ese	<i>Chinese, Japanese, Vietnamese</i>
-ish	<i>British, Spanish, Polish, childish</i>
-i	<i>Iraqi, Pakistani, Yemeni, newbie</i>
-ic	<i>Islamic, Germanic, classic, poetic</i>
-y	<i>cloudy, rainy, breezy, windy</i>



Common suffixes: verbs

SUFFIX	EXAMPLES OF VERBS
-ate	complicate, dominate, irritate
-en	harden, soften, shorten
-ify	beautify, clarify, identify
-ise/-ize	economise, realise, industrialize



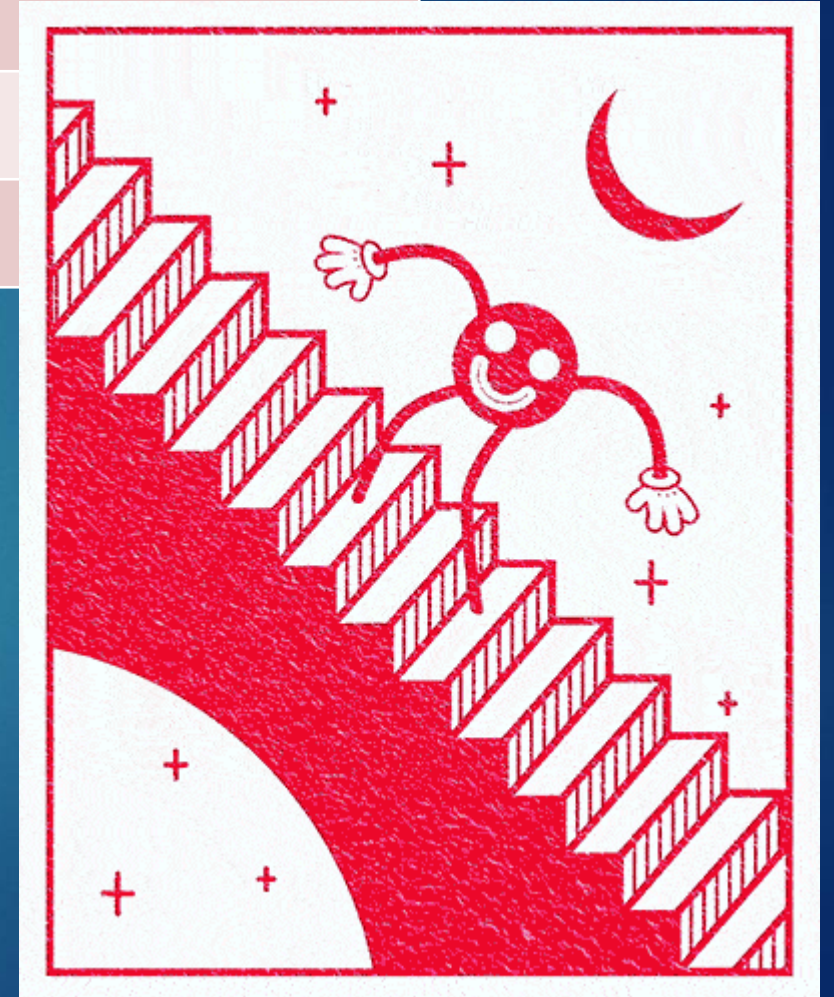
-ise is most common in British English



-ize is most common in American English

Common suffixes: adverbs

SUFFIX	EXAMPLES OF ADVERBS
<i>-ly</i>	<i>calmly, easily, quickly</i>
<i>-ward(s)</i>	<i>downward(s), upward(s), toward(s), homeward(s)</i>
<i>-wise</i>	<i>anti-clockwise, clockwise, edgewise, businesswise</i>



GOOD CUSTOMER SERVICE



COMPLAINTS

**CUSTOMER COMPLAINTS
ARE THE SCHOOLBOOKS
FROM WHICH WE LEARN**

Handling complaints VOCABULARY

■ CUSTOMERS (Noun)

- People who buy products and services.
 - ✓ *The day after Christmas stores are full of customers who line up at the customer service counter to return products and purchases.*



■ CLIENTS (Noun)

- A type of customer that purchases services.
- Services are usually for a longer time and can be professional services, support, advice, or legal counsel.
 - ✓ *They have innovated the business solutions sector by giving clients the ability to easily interpret their data.*
 - ✓ *The law firm is representing the client despite public criticism.*



Handling complaints VOCABULARY

■ **MANAGER (noun)**

- The organiser of a business.
- Someone who organises or handles the running of a business or business department.

✓ *The office manager organises everyone to make sure the business runs smoothly*



■ **SUPERVISOR (noun)**

- An organizer of a group of employees.
- May also organize the running of a department, similar to a manager.

✓ *She asked if she could speak to the supervisor.*



Handling complaints VOCABULARY

■ APPOINTMENT (Noun)

- An arrangement to meet someone or be somewhere at a specific time.
 - *Your new appointment with the specialist is at 3pm on Tuesday.*



■ CUSTOMER SERVICE (noun)

- Any activity that relates to meeting the needs of the customers of a business.
 - *When you call our phone number you will speak to one of our customer service operators.*



■ CUSTOMER SERVICE REPRESENTATIVE (Rep)

- Someone who uses or controls something.
 - *Sally called the company and her call was answered by their customer service rep.*



Handling complaints VOCABULARY *

■ QUALITY ASSURANCE (Noun)

- The maintenance of a certain level of quality in a service or product.
 - *Our company provides excellent quality assurance to our customers by making sure we always provide the best service.*



■ UNSATISFACTORY (Adjective)

- Not good enough.
 - *It's unsatisfactory for our business to be without internet connection for three days.*



■ UNACCEPTABLE (Adjective)

- Not *satisfactory*.
 - *It is unacceptable for you to be two weeks late on the payment of your account.*



Handling complaints VOCABULARY

■ **FAULT (Noun)**

- A defect in a product;
- The party responsible for the error.

- *There was a serious fault with the product, so it had to be recalled.*
- *They didn't want to admit that it was their fault.*



■ **RECTIFY (Transitive verb)**

- To put something right or fix something.
 - *How are you going to rectify this situation?*
I will send the technician, Sir.



■ **TECHNICIAN (Noun)**

- Person who helps with practical use and repair of machines.

Handling complaints VOCABULARY

■ SERVICE (noun, verb)

- Work done by somebody for someone else.
- (verb) The act of making minor repairs to something.
 - *Capgemini offers the service of data management.*
 - *They service the machines every other month.*

■ REPAIR (verb, noun)

- Fix or mend something broken or damaged
 - *We will send someone to repair or replace the faulty modem at your convenience.*

■ MAINTENANCE (noun)

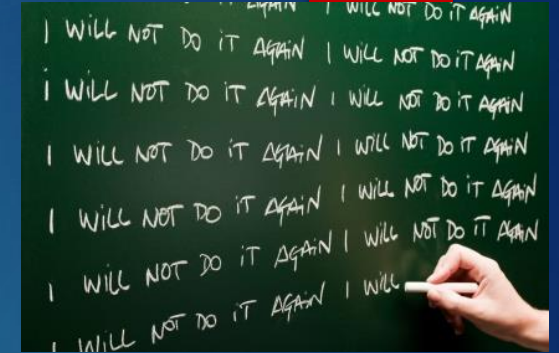
- Work that is done regularly to keep something in good condition.
 - *There appears to be some maintenance happening on the network that would explain the interruption to your service.*



Handling complaints VOCABULARY

■ AMENDS (noun)

- Compensation for a loss, damage, or injury of any kind.
 - *The company will make amends by replacing the faulty product with a brand new one.*



■ CONVENIENT (adjective)

- Suitable because it makes things easier or does not involve much trouble.
 - *We will arrange a convenient time for our technician to come and fix the issue with your phone line.*



■ INCONVENIENCE (noun, verb)

- Unwanted difficulties, extra effort, or work.
 - *The interruption to our service was a major inconvenience.*
 - *Sorry to inconvenience you, but could you explain that again?*



Handling complaints VOCABULARY

■ HANDLE (verb)

- To take care of or be responsible for something.
 - *Sally was happy to handle the customer's request.*

■ EVIDENCE (noun)

- Something that gives an indication or sign of something.
 - *There was evidence of water damage to the device that meant it could not be repaired.*

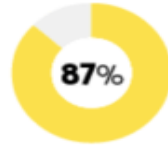
■ REFERENCE NUMBER (Noun)

- A number that identifies a customer or a transaction.
 - *Each customer is given a reference number so they can be quickly identified when needed.*

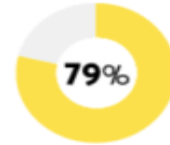


HANDLING COMPLAINTS POLITELY

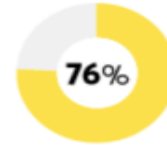
What Consumers Really Want When Something Goes Wrong



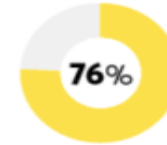
To be treated with dignity



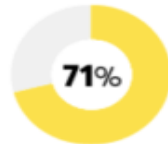
An assurance that my problem won't be repeated



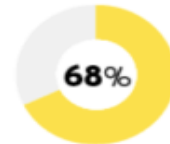
My product repaired/service fixed



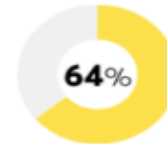
To be talked to in everyday language, not a scripted response



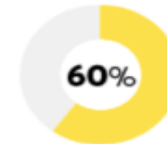
Offending company puts itself in my shoes



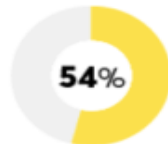
An explanation of why the problem occurred



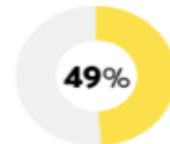
A thank-you for my business



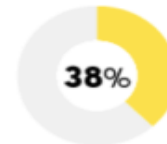
An apology



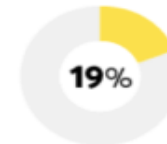
My money back



Just to express my anger/tell my side of the story



Financial compensation for my lost time, inconvenience, or injury



Revenge



USEFUL TIPS FOR DEALING WITH COMPLAINTS

- Try to remain calm when dealing with a complaint - even if the customer becomes irate or confrontational.
- Complaints should always be resolved as quickly as possible.
- Keep comprehensive records of all customer complaints, from the initial problem to the eventual solution.
- All customer-facing staff members should be trained to deal with complaints.



HOW TO HANDLE CUSTOMER COMPLAINTS

Complaints are **INEVITABLE**: If you ignore them or dismiss them

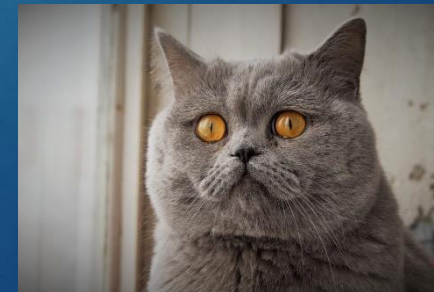
You are telling the customer **YOU DON'T
VALUE THEIR OPINION**



By developing an efficient system, complaints can be resolved quickly and easily.

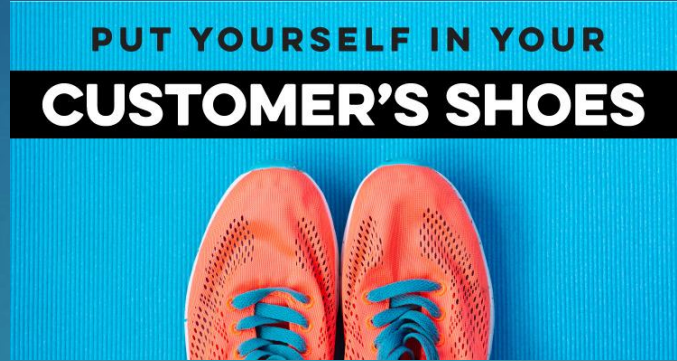
■ Taking the Complaint

- When a customer **first** makes a complaint, **take a step back**.
- Give the customer your **full attention** and listen to the **whole** problem before responding.
- Don't **jump the gun**.

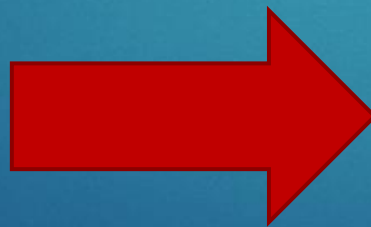


HOW TO HANDLE CUSTOMER COMPLAINTS

- Try to understand.



- Always **use your initiative** when dealing with complaints.
- NEVER pass the customer around from person to person.



HOW TO HANDLE CUSTOMER COMPLAINTS

■ Finding a solution

- Once the customer has **aired their complaint**, you should immediately give a **sincere apology**.
- Customers **never want to hear excuses**
- Sometimes, a complaint will be followed by a **request for compensation** - typically a refund or a voucher. *

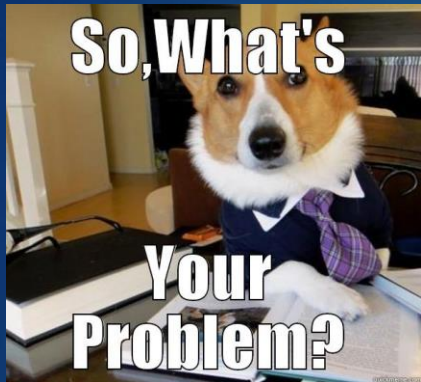


■ Showing that you are listening and sounding sympathetic

- Really?
- Okay
- I see
- Uh-huh
- Right/ alright
- I can imagine.
- I know how you feel.
- I'm surprised to hear that.
- I am very/so sorry to hear that.
- That sounds awful/ very inconvenient/frustrating.



USEFUL EXPRESSIONS TO HANDLE COMPLAINTS POLITELY



- **Asking for details**

- (Before I respond) Could you give me some more details?
- So, what exactly is the problem?

- **Checking/confirming information**

- Let me take a look at your account.
- Let me check your file / our records.
- If you have a moment, I'm going to do a couple tests.

- **Delaying a complaint**

- I'm afraid we can't help you at the moment. Could you leave your contact phone number and email address? We will contact you soon.
- I suggest that if you wait another day or two it should be resolved.



■ **Accepting a complaint**

- I can't tell you how sorry I am
- I'm sorry to hear this has happened
- Oh dear, I'm really sorry
- I'm not sure how this happened
- I am so sorry, but this will never happen again
- I'm really sorry; we'll do our best to make sure this doesn't happen again
- I'm sorry, we promise never to make the same mistake again



■ Apologising

- I am/ We are (very/ so/ extremely/ truly/ terribly/ most terribly) sorry for...
- Please forgive me/ us (for...)
- I (do/ would like to) apologize (wholeheartedly/ unreservedly) for...
- Please accept my/ our (sincere/ sincerest) apologies for...
- I cannot say how sorry I am that...
- There is (really) no excuse for...



USEFUL EXPRESSIONS TO HANDLE COMPLAINTS POLITELY

■ Explaining/ Reasons

- This was a 'one-off' problem due to/ because of circumstances beyond our control...
- This problem happened/ arose because...
- The (main) reason for the... was...
- Unfortunately, there was an unavoidable... due to...
- This was caused by...

■ Talking about future action

- We would like to offer you...
- We will make sure that/ ensure that...

- Please be rest assured that this won't happen again/ this is an isolated incident.
- In the future we will...
- To make up for this...
- Due to the inconvenience we have caused you...
- We wonder if you would be willing to accept...
- Please accept...
- In order to show how sorry we are...



- **Rejecting a complaint**

- We are sorry, but it appears that the system is functioning properly.
- Well, I'm afraid there isn't much we can do about it right now.
- Well, I'm afraid there's nothing we can do about it for the moment.
- I'm afraid there's nothing we can do about it.
- Sorry, there is nothing we can do about it.



STRATEGIES to Resolve Customer Complaints

Complaints happen every day.



Fewer than half of unhappy customers will bring a complaint to your attention



"We can't fix it, if we don't know it's broken."



BE THANKFUL

■ STRATEGIES:

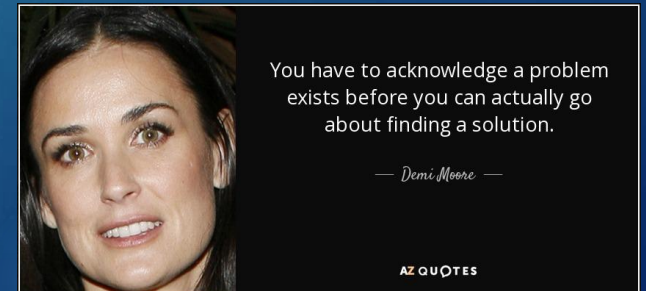
■ Stay Calm



■ Listen attentively

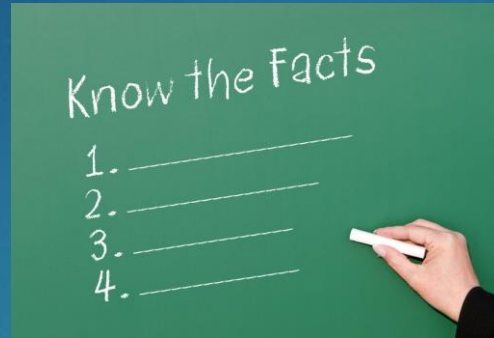


■ Acknowledge the problem



STRATEGIES to Resolve Customer Complaints

- **Get the facts**



- **Offer a solution**



- **Follow up, if possible**



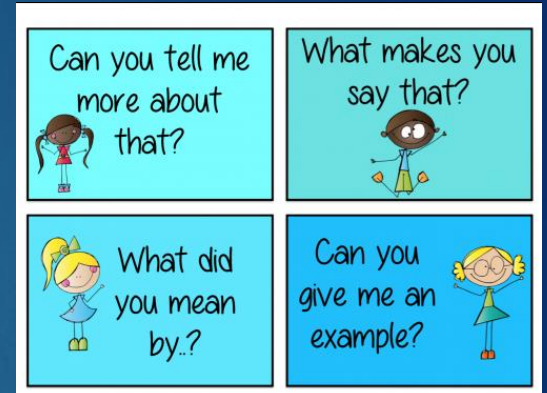
- When you resolve customer complaints successfully, you will better **understand their needs, retain them as loyal customers, and enhance your business.**

HOW TO TALK TO YOUR ANGRIEST CUSTOMERS

1. Look past the fury for friction

Socratic questioning

Why is the customer angry?



2. Record and organize meaningful complaints

I DON'T
WANT
PERFECT,
I WANT
HONEST.

3. Identify who you are talking to

- The meek customer
- The aggressive customer
- The high roller
- The chronic complainer
- The barnacle

HOW TO TALK TO YOUR ANGRIEST CUSTOMERS

4. Time is of the essence

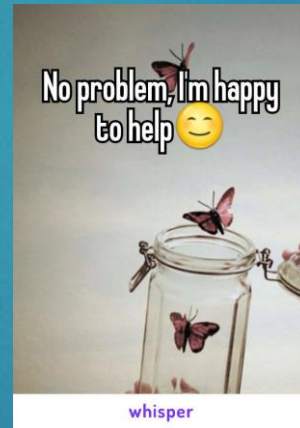
A quick reply will never go out of style.

Unhappy Customer: Nice TO Necessary



5. Verify the resolution

"Are you all set?"



6. Treat customers with genuine respect

We care about the customer experience, top to bottom, but that doesn't mean we behave like a caricature

HOW TO TALK TO YOUR ANGRIEST CUSTOMERS

7. Don't drag out a lost cause

If a customer wants to cancel his account, do it right away



8. CARP Diem to resolve complaints

- ✓ Control
- ✓ Acknowledge
- ✓ Refocus
- ✓ Problem solve



9. Take your customer complaints seriously

you're the professional



To sum it up...

Be thankful
for customers who complain.
You still have
the opportunity
to make them happy.

**OPPORTUNITIES ARE
WHERE THE
COMPLAINTS ARE**

JACK MA

PICTUREQUOTES.com

**THANK
YOU**

Brian Bolles