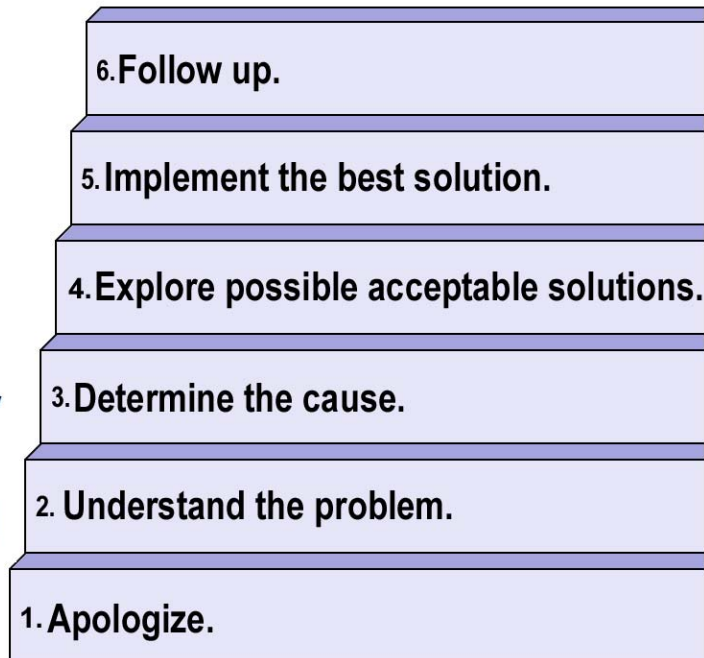


# 6 Steps To Customer Retention



## The Apology

- Thank the customer for bringing the problem to your attention.
- Make sure your apology is sincere.
- Avoid placing blame on someone else in the organization or on the customer.
- Take responsibility for resolving the problem.
- Show empathy for your customer's situation.
- Inspire confidence in the customer's mind that you will resolve the problem.

## The Problem

- Ask probing questions that enable you to uncover the real problem.
- Listen non-defensively to what the customer says.
- Confirm your understanding of the problem by repeating back the problem to the customer.
- If necessary, ask more clarifying questions.

## The Cause

- Identify the cause of the problem.
- Ask specific questions and practice effective listening to discover the conditions under which the problem occurs.
- Get as many facts as you can before trying to find a solution.
- Conduct research, if necessary, to learn more facts.

## **Solution Alternatives**

### **Best Practices to Resolving a Complaint:**

- Brainstorm possible solutions.
- Find out what specific freedoms you have to resolve the problem or make restitution.
- Evaluate the possible solutions to determine which will make the customer the most satisfied and is acceptable to your organization.
- Make sure the selected solution is acceptable to the customer.

### **Implementation and Follow-up**

- Let the customer know how long it will take.
- If the solution is complex, consider developing an implementation plan.
- Monitor the implementation plan until the problem is completely resolved.
- Keep your customer informed about any progress (or lack of progress) if the solution takes more than 24 hours.
- Be honest about any obstacles you may encounter.
- Avoid making promises you may not be able to keep.