

## Video Transcript

### Service Recovery – Do Say/Don't Say by Theo Gilbert-Jamison

Have you ever worked your heart out to effectively resolve a problem or issue for a customer but they were still dissatisfied? Well if you retrace the incident it might have been something that you said. You see when it comes to proper service recovery just resolving the issue is not enough, the icing on the cake is that you display empathy and compassion to de-escalate the situation and regain that customer's loyalty and trust.

So, here are a few key phrases that we should never use when responding to a complaint and also alternative phrases that when used with sincerity often have a calming effect and diffuses the situation. We should never say things like I can't, I don't know, that's not my job, we're short staffed, and especially we should never say calm down.

You see, regardless of the situation calm down will always come across as rude and condescending. So always pause taking a moment to think before you speak to ensure you respond appropriately and in a calm and gentle manner.

Instead of saying "Calm down" you might say something like "I apologize for the inconvenience this has caused," or simply, "I understand your concern." Instead of saying "I can't do that," you might say something like "Well, what I can do is..." and of course instead of saying, "I don't know," we should always respond by saying, "I don't know but let me find out for you." An alternative to, "That's not my job" is to say something like "Let me find someone to help you," and instead of saying "That's not our fault" or "Our policy doesn't allow that," we might say "Let me see what I can do for you."

So, the question is, as a customer how would you feel if you complained to an employee and they responded "I'm new"? Guess what? You really wouldn't care. What they should do is respond by saying something like "Let me find someone to assist you."

So, there you have it key words and phrases that when expressed with genuine concern tend to have a calming effect on upset customers.