

Video Transcript

Service Recovery – Look, Sound, Feel by Theo Gilbert-Jamison

Does your team know what effective service recovery should look, sound and feel like? If not, stick around as I outline it for you.

[Music]

Did you know that just after one negative experience 51 percent of customers will never do business with that company again? That's why the first step in proper service recovery is ensuring every team member is aligned with how to effectively resolve problematic issues. This can easily be accomplished by defining exactly what effective service recovery should look, sound, and feel like, so there is no confusion.

So, when a customer comes to us with an issue that they need resolved it's important that we look approachable especially in our body language, no folded arms which tends to give the impression that we don't want to be bothered. We should also demonstrate what we call active listening, periodically nodding our head as the customer is explaining the issue to show that we are interested and attentive. Also, it's important that we demonstrate a sense of urgency by taking ownership in resolving the issue. How should we sound when resolving problematic issues? Well it's important that we use words and phrases that convey compassion and empathy. We might say something like "I apologize for the inconvenience" or we might simply say "I'm so sorry, let me see what I can do to help." Keep in mind when we genuinely respond with words and phrases that convey empathy and compassion it has a tendency to immediately calm upset customers. So, after we've listened, demonstrated empathy, and resolve the issue for our customers, how should they walk away feeling? Well the answer is valued, listened to, respected, that they are not to blame, and confident that we will resolve their issue in a timely manner.

In closing, remember customers don't expect us to be perfect but they do expect us to fix things when they go wrong.