

## Techniques for Handling Customer Complaints

- **Listen**, maintain eye contact and nod your head in acknowledge.
  - Have a concerned attitude. Think about how you would feel in the same situation.
  - Apologize
  - Cheerfully satisfy the customer refund or exchange the merchandise.
  - Offer a free fountain drink, car wash, or coupon.
  - Offer another apology.
  - Ask the customer if there is anything you can do to improve service.
  - Thank them for coming in and telling you about the problem.
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## The G. U. E. S. T. Approach

**G**reet The Customer

**U**nderstand The Customer's Needs

Make **E**ye Contact

**S**peedy, Friendly **S**ervice, & **S**uggestive **S**ell

**T**hank You! Ask Them To Return!