

Workbook 3-Answer Key

Appendix to Part 3

Comments & Suggested Responses

Exploring a Customer's Product Dissatisfaction

Questions or statements such as those checked here will put your customers at ease and help you discover how best to meet their needs.

- Who did you buy this from? (The customer might think you are accusing her of returning something that was purchased at another store. Or she might think that you are not going to help her.)
- What's wrong with it? (This is abrupt and the customer might think that you are questioning her right to return the item.)
- Is the suitcase defective or is there some other reason it did not work out for you?
- Do you want a refund? (This closed question limits her options and does not give you enough information to help her make another selection.)
- I'm sorry you are not happy with your purchase. What can I do to make this right for you?
- Was this a purchase for yourself or was it intended for someone else?
- What methods of transportation will your son be using during his summer in Europe?
- Perhaps I can help you find one more suited to your needs...do you still need a carry-on or are you looking for a different size?
- Do you have any idea of what caused the handle to break?
- What did you do to this thing? (This response, and the next one, assume that the customer did something wrong, which may not be the case.)
- These zippers never break—you must have overfilled it.
- How often do you travel?
- We have a new line of lightweight, hard-sided bags that are really durable. Would you like to see them?

Appendix to Part 4

Comments & Suggested Responses

Resolving Complaints

Your solutions may vary from the following, depending on your own experiences and/or the policies of your company.

SITUATION	SOLUTION
<p>1. Customer: “This is not the carpet cleaner attachment I ordered. I even paid extra for rush shipping so I could clean my carpets before my house guests arrive this weekend. Now what am I supposed to do?”</p>	<p>Sales Associate: “I am sorry for this mix-up. We will do what we can to resolve the situation...what would you prefer?”</p> <p>Solution options: If the customer does not specify a solution, the sales associate could offer to reorder the item and have it delivered directly to the customer the next day. Or if the store has an alternate product in stock (or as a rental service), the sales associate might loan the equipment to the customer until the correct attachment arrives.</p>
<p>2. Customer: “You advertised a special on this item and I went out of my way to buy it from you. Now I find you don’t have it in stock...I don’t know why I bother to shop at such a disorganized store.”</p>	<p>Solution options: Apologize, explain why there is an out-of-stock situation (unanticipated response, delivery problems, etc.) and offer a “raincheck” or the substitution of a comparable item at the same discount.</p>
<p>3. Customer: “I called earlier to ask if you had the new talking teddy bear toy and I was put on hold forever, then I was cut off. What’s the deal?”</p>	<p>Solution options: Apologize, explain if appropriate, but don’t make excuses. Ask if you can take the customer’s name and phone number so you can check on her request and call her back. Specify when you will call then do it. Take extra steps to regain this customer’s trust, such as putting the item on hold, offering to deliver it, or if you do not have the item, offer to order it or find out if a competitor has it in stock.</p>

Appendix to Part 5

Comments & Suggested Responses

You Be the Judge

THE MELT DOWN

Is this a gracious response?

- Yes Could be improved No

While Celeste was gracious in handling Shawn's complaint, there is room for improvement. Even if she thought she had mentioned it the day before, Celeste should have explained why Shawn would have to wait for a refund check rather than receive cash on the spot. Also, Celeste made no offer to replace the casserole dish. Even if she felt store policy would prevent her from taking such a step, she might have checked with a manager to see what could be done in this situation.

THE EGGS-TRA TRIP

Is this a gracious response?

- Yes Could be improved No

At first glance, Rose may appear to be gracious by saying Lynn does not have to stand in line again, but this is small compensation for the inconvenience the customer has already experienced. At a minimum, Rose should have called the box boy and asked him to get Lynn a new carton of eggs. In this way, Lynn would have been better served and the box boy would have had an opportunity to learn from his mistake. An additionally gracious gesture would have been for Rose to issue a refund for the eggs or a coupon toward Lynn's next purchase.

OUT OF TUNES

Is this a gracious response?

- Yes Could be improved No

Leon apologized and showed empathy for how the situation affected Marnie's party plans. His promise to notify the manufacturer reinforced that Marnie's complaint was valid and appreciated. Since Marnie already told Leon she would like a replacement, he did not insult her by routinely asking "how would you like this resolved?" However, Leon did go a step further and offer Marnie more than she asked for, since his store allowed him to use his own best judgment. This told Marnie that she was a valued customer.