

SERVICE RECOVERY CHECKLIST

FOR FRONTLINE STAFF



LISTEN

Don't get defensive. Quietly listen to the complaint. Sometimes a person just wants to vent. Give them that opportunity and do not take it personally.

APOLOGIZE

An apology, as simple as it may seem, is an important step in moving the situation away from the negative and into the positive, action-focused arena.

EMPATHIZE

Acknowledge your customers frustration and offer to help. Try to put yourself in the customers shoes and look at the situation from their perspective.

ACT (SWIFTLY)

Solving the problem is important, so is the time frame in which it is done. Act swiftly and efficiently. If needed, find a peer, supervisor or senior leader to bounce ideas off to plan the best solution.

GIVE THEM CONTROL

Choices give your customer the feeling they have a say in the matter. Offering alternatives gives them a sense of control and puts the customer back in the driver's seat.

ABOVE & BEYOND

Do something that the customer would not be expecting, go above and beyond. Even a small little surprise can go a long way in turning an upset customer into a fan!

FOLLOW UP

Every complaint, big or small, calls for a follow-up to check if the customer's issue was resolved and if they're happy with how it was handled. Give them a call, or send a card or email to let them know you're still concerned about their satisfaction.

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