SEVEN STEPS TO SERVICE RECOVERY

1. Take ownership of the problem
   This shows you are willing to take immediate action and are committed to help.
   • Keep your approach positive.
   • Show that you are ready to address the problem and support the customer.
   • Don’t shift the blame to somebody else.

2. Apologize
   Apologize, not necessarily as an admission of guilt, but to acknowledge the issue the customer is experiencing.
   • Be sincere in your apology.
   • Apologize, using an appropriate method of communication (e.g., in person).
   • Explain, but don’t make excuses.

3. Listen
   • Be an attentive listener.
     • Use open and positive body language.
     • Keep an open mind and don’t jump to conclusions.
   • Mirror feelings as a way of showing you care how the customer feels about the problem.
   • Be empathetic: put yourself in their shoes and try to understand their perspective.

4. Identify and clarify
   • Ask open-ended questions to gather as much information as possible.
   • Clarify any points that are unclear.
   • Summarize the customer’s information in your own words (paraphrasing).
5. **Solve the problem**
   - Work together with the customer to find a satisfactory solution.
   - Ask your team members or supervisor to assist you in the problem solving process.
   - Avoid negative phrasing such as “I don’t know”, “We cannot”, “We will try”, “Company policy” (sounds very regulatory).
   - Agree on a solution and make sure you keep your promises.

6. **End on a positive note**
   - Thank the customer for bringing this issue to your attention.
   - Stay courteous to the end; this will show that you continue to value them as customers, no matter what has happened.

7. **Follow Up**
   - Make sure what you promised was delivered.
   - Ask the customer if the solution was to their satisfaction and if there is anything else you can do.
   - Follow up with your team members on making sure the customer’s needs are attended to.
   - Make sure that everything was resolved to the customer’s satisfaction.