Lesson 9
Dealing with Customer Complaints

Directions: Below are some questions related to what you just read. Read through them and think about how you would answer them. It may help you to write down your ideas so that you can come back to them later.

1. Read the following scenario and decide whether the company's actions illustrate a proactive or reactive approach to customer complaints. Explain your answer.

A theme park management team is preparing to open for the summer season. They are expecting higher than average attendance records, and one of the team members points out that the lines for their attractions was a major concern last season and might cause customer complaints this year. The team decides to brainstorm some ideas to solve the problem now so they can be implemented before the season gets too busy.

2. Read the following scenario and decide whether the company's actions illustrate a proactive or reactive approach to customer complaints. Explain your answer.

A restaurant owner served 35 customers meatballs which had been made with old ground beef. The problem was brought to his attention by one of the cooks, but by then the restaurant was near closing time. The cook suggested contacting the customers – many of whom were regular patrons – but the owner decided to deal with complaints as he received them.

3. Read the following scenario and explain step-by-step how you would handle the complaint so that it resulted in a win-win situation.

You work in a pharmacy. A first-time customer rushes in angrily because the pharmacist gave her the incorrect medication. When you examine the bottle, you find that one of the assistant's placed the wrong bottle in the woman's sack. The customer is furious over the mistake and is ranting so loudly that everyone else in the store is staring at her. What do you do?