

# Handling Complaints/Objections

## Aim of the Video

Of all the skills required in a customer interaction role, handling complaints and objections is one of the most challenging. Angry, frustrated or confused customers can break concentration, elevate stress levels and make it difficult for staff to do their jobs safely and efficiently. This video allows staff to reflect on and share their complaint experiences and concerns and will leave them with steps to professionally handle these situations in the future.

## *Play the video up to the Pause*

### The Activity

Confirm this activity is related to day to day customer complaints and not situations that could leave staff feeling violated, threatened or abused. Those types of situations are serious and require a deeper discussion. Consider allocating Chapter W from Cate Schreck's book "The A-Z of Service Excellence" as post session reading. It contains support for more difficult situations.

Keep this discussion focused around day to day complaint situations and behaviours.

Depending on how many attendees you have, you may like staff to form smaller groups and have each group answer 1 of the 3 questions posed in the video.

- When listing the skills required to handle complaints/objections professionally, remind staff to consider both the hard (technical) and soft (people) skills.

### Before returning to the video

- Record attendee's responses to all 3 questions on a whiteboard/butcher's paper for all to see.

## *Press PLAY*

### Post Video ACTION

- Consider creating a Solutions Team who's task it is to review the list of skills the team identified in the activity and source ways for the team to attain those skills.
- Encourage the attendees to think of complaints as compliments; customers who complain do so because they believe the employees of the business can help them. Being considered as a helpful is a compliment.

