

Checklist for Handling Customer Complaints

Instructions: Use these questions to find out if a customer complaint has been handled well.

1. How was a positive, helpful attitude conveyed to the customer?
2. How did the sales assistant demonstrate courtesy?
3. How did the sales assistant demonstrate they were aware of the customer's feelings?
4. How did the sales assistant show they were listening to the customer?
5. Which questions gave the sales assistant enough information to solve the problem?
6. What feedback was given to the customer to show that they were understood?
7. What action was taken for resolving the customer's complaint?
8. Was this customer complaint referred to your supervisor? Explain why or why not.
9. How was a dissatisfied customer turned into a happy customer?
10. Which documentation was completed during this complaint procedure?
11. What follow up action was taken to ensure the customer was happy?