



### **The 17 STEPS OF CUSTOMER SATISFACTION (when a dissatisfied client calls)**

1. Thank them for alerting you of this problem.
2. Acknowledge the problem exists - never be defensive or argue.
3. Agree with the customer that whatever happened is horrible and that you're there to help.
4. If you have the power to fix the problem say so. If not say who does.
5. Let the client know the next step for fixing the problem.
6. Give an estimated time of how long it will take or set an appointment to come reclean.
7. Ask if there is anything else that the client wants to discuss.
8. If not, confirm the appointment to reclean, refund, discount, etc.
9. Fix the problem. Reclean. Send someone to reclean. Give a refund, discount, partial discount, etc.
10. Confirm with the client the issue has been resolved.
11. Ask for a client review on how they felt your company handled the situation.
12. Note what happened in your CRM and tag the account for customer service.
13. Note the process of repairing the problem.
14. Note the cost to fix the problem - this needs to be tracked for accounting reasons.
15. Next meeting report to your team the problem, the resolve and the future-proofing of the problem so it doesn't happen again.
16. If it was an employee who caused the mistake, explain the problem and resolve and get them to sign it in writing, and keep a copy on file.
17. If it was an employee who came up with the solution and the resolve, make notes in employee file and tag with points for rewards.

Having a customer service system to fix problems allows you to make mistakes once and then template the process so you can prevent that same problem from happening again.