

A background image showing a business meeting. Two people are seated at a wooden table. One person is holding a pen and looking at a laptop screen displaying various charts and graphs. The other person is holding a pen and looking at a document. A coffee cup is on the table. The image is overlaid with a teal and dark blue geometric design.

NEW BUSINESS ENGLISH 6

Lesson 35

Responding to a Complaint



LEARNING GOAL


- ◆ Responding to a Complaint



Warm-up

- ◆ What kinds of complaints do you receive at work?
- ◆ How would you deal with a customer complaint?



A woman with long, wavy brown hair is sitting at a wooden table in a rustic, brightly lit room. She is holding a silver smartphone to her ear with her right hand and resting her head on her left hand, looking slightly frustrated or concerned. A silver laptop is open on the table in front of her. In the background, there are wooden chairs, a large plant, and a window with a view of greenery outside. A semi-transparent dark grey bar is overlaid at the bottom of the image, containing white text.

Elizabeth Davis calls Tracer to complain about some defective products. Tracer deals with the complaint patiently.

Situational Dialogue

Listen to the audio.

Tracer: Good day! This is Tracer. How may I help you?

Elizabeth: Good day, Tracer. This is Elizabeth Davis. I just received the sunscreen I ordered last week, but there appears to be a problem with the **packaging**.

Tracer: Sorry to hear that. Would you care to **elaborate** on that, Miss Davis?

Elizabeth: Yes. Out of the six bottles, two of them have no **manufacturer's** name on the label.

Tracer: Oh, I see. Kindly send me an image of the defective items via email, enclosing your purchase **invoice**. I'll personally check and replace the items as compensation.

Elizabeth: Sure thing! Thanks for hearing me out.

Tracer: No worries, Ms. Davis. Thank you for your patience.

Role-play

Do a role play and answer the questions.

Tracer: Good day! This is Tracer. How may I help you?

Elizabeth: Good day, Tracer. This is Elizabeth Davis. I just received the sunscreen I ordered last week, but there appears to be a problem with the packaging.

Tracer: Sorry to hear that. Would you care to elaborate on that, Miss Davis?

Elizabeth: Yes. Out of the six bottles, two of them have no manufacturer's name on the label.

Tracer: Oh, I see. Kindly send me an image of the defective items via email, enclosing your purchase invoice. I'll personally check and replace the items as compensation.

Elizabeth: Sure thing! Thanks for hearing me out.

Tracer: No worries, Ms. Davis. Thank you for your patience.

∴ The LAST Method

L

LISTEN

- Use facial expressions and gestures.
- Make the customer feel heard.
- Make sure to understand the concern.

A

APOLOGIZE

- Apologize without blaming others.
- Keep the apology simple.
- Make your apology genuine.

S

SOLVE

- Begin by stating solutions.
- Emphasize your company values.
- When possible, give options.

T

THANK

- After the resolution, thank the customer.
- Close with another apology and a sign of gratitude.

Learning Goals

∴ The LAST Method



LISTEN

*What has been the problem?
How may I help you today?*



APOLOGIZE

*I am so sorry for the inconvenience.
I would like to apologize for the inconvenience this has caused you.*



SOLVE

*Kindly send us the full information of the complaint.
We will surely compensate you for the damage done.*



THANK

*I appreciate your time in notifying us.
Thank you so much for taking the time to report this problem.*



1. Do you agree with the saying, "The customer is always right?" Why or why not?
2. How do you effectively handle customer complaints?

Oral Practice

Scenario:

You are answering a phone call from a customer. The customer complains about the delayed delivery of her ordered products. Solve the complaint by using the LAST Method.

∴ Handling customer complaints:

LAST Method

- *Listen*
- *Apologize*
- *Solve*
- *Thank*



Benefits of Customer Complaints



Beneficial in Learning from Mistakes



Beneficial in Making Satisfied Customers



Beneficial in Becoming an Eye-Opener in Business



Beneficial in Understanding Customers Better



Beneficial in Knowing Competitors Better

REMINDER:

“Take customer
complaints
positively!”



1. *How would you deal with an aggressive customer?*
2. *What will happen if a complaint is handled poorly?*

Overview

Keywords and expressions:

packaging/ elaborate/ manufacturer/ invoice

The LAST Method:

- *Listen - What has been the problem?*
- *Apologize - I am so sorry for the inconvenience.*
- *Solve - We will surely compensate you for the damage done.*
- *Thank - I appreciate your time in notifying us.*

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