

## **Tips on How to Handle A Complaint Call**

Complaint callers who are really irate are really just saying, “I rate”. Demonstrating to the client that their concerns are important and will be acknowledged is critical.

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One way to deal with callers with complaints is through the “**EAR**” method.

**E**mpathize with the caller.

**A**pologize and acknowledge the problem.

Accept **R**esponsibility. (Assure the caller that their problem will be addressed.)

**Empathize with the caller.** Try to understand how the person is feeling and demonstrate this understanding to the caller. Listen completely to the complaint. When you listen, don’t try to impose logic on the situation. Many people are beyond logic if they are angry or distressed. Avoid arguing with the caller.

**Acknowledge the client’s feelings and concerns.** You don’t have to agree with the caller, but express regret that they are grappling with a difficulty or concern. Everyone wants to be heard, and no one’s complaint is trivial. Each person’s concerns deserve a prompt and respectful response.

**Accept responsibility.** Make sure something is done. Take it upon yourself to ensure that your own communication and documentation is clear. Ensure that everyone who needs to be aware of the concern is informed and knows their responsibility in resolving the problem. Many times people just need to understand that you care and will help them. Using phrases such as “How can I help you?”, “What can I do for you?” and “I’ll make sure that this gets to the right person.” are useful. Follow up on your commitments.

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Finally, remember not every caller will be satisfied, no matter what you do and they are entitled to their feelings. The above strategies may be helpful in deciding how to handle callers.