



Customer Complaint Situation™

TEAM DEVELOPMENT

Increase sales through better service quality and teamwork

Unlock the secret of synergy while setting higher standards for customer service.

WHAT IS THE CUSTOMER COMPLAINT SITUATION?

The *Customer Complaint Situation* is an interactive team exercise that teaches participants how to effectively resolve customer complaints while building their consensus decision-making skills. The exercise challenges participants to identify the best sequence for carrying out 18 activities that are critical to effectively handling a customer complaint.

HOW DOES THE CUSTOMER COMPLAINT SITUATION WORK?

Participants sequence the *Customer Complaint Situation* activities first on an individual basis and then with a group. Individual and group solutions are then compared to the experts' solution and rationale based on the customer complaint literature. Comparisons between individual solutions and the experts' solution indicate how well they are exercising their knowledge, experience, and skills with respect to handling customer complaints and complex problem solving. Comparisons between participants' individual scores and their team's score indicate whether they were able to achieve synergy by fully using and building on their collective knowledge and skills.

The exercise takes approximately 1½ to 2½ hours to complete, including scoring and debriefing.

APPLICATIONS

The *Customer Complaint Situation* can be used as an icebreaker, central activity, pre-test/post-test, or follow-up activity for programs focusing on:

- Customer service
- Problem solving and decision making
- Team development

The exercise can also be used as a tool for:

- Developing product or service representatives
- Establishing effective procedures for resolving customer complaints
- Initiating improvements to existing customer service policies and practices

WHO SHOULD USE THE CUSTOMER COMPLAINT SITUATION?

The *Customer Complaint Situation* is particularly appropriate for those who hold product- or service-oriented roles, deal directly with customers or clients, or are members of quality improvement teams.

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