

7 Tips for Customer Recovery

With great customer service, come great expectations! As organizations place additional emphasis on customer experience and the measuring of customer satisfaction, they create environments where excellence is expected. A service driven environment necessitates the design of a relevant customer recovery process. At AfterWords we have integrated recovery tools in our software, resolving situations once the customer provides input. Our tools are great, but we train our customers to catch issues before escalation. The following seven tips provide a foundation for a world class customer recovery culture.

1. **First Impressions Matter** – A customer’s experience starts from the moment they enter the premises. Create an inviting and fun atmosphere and make sure details are considered and addressed.
2. **Drive a Culture Where Service is EVERYONES Responsibility** – Create a culture that is empowered to take care of the customer. Train your team to recognize customers that may need help and address their needs before they become situations that need recovery.
3. **Ask Questions** – When approached with an issue, make sure to take the time to ask questions and understand what the issue really is. Many times, we go out of our way addressing items that were not the cause for concern in the first place.
4. **Listen and Emphasize** – As you ask questions, make sure to let the customer explain their issue. Make sure to listen and repeated the issue as you understand it. Let them know that you genuinely care and how you can help.
5. **Focus on What You Can Do** – In some cases you may not be able to fix an issue or provide the appropriate level of assistance. Be sure to focus on what you can do and set expectations on the steps you will take to resolve.
6. **A Simple Apology Goes a Long Way** – A recent study found that a simple apology helped to diffuse over 70% of negative situations. An apology paired with well-intended actions will revolve even more.
7. **Follow Up to Ensure Resolution** – One of the worst things that can happen it to have a recovered situation go bad. Make sure to follow up to a resolved situation at various intervals. Proper follow up will allow you to address any additional issues before they become heated and will show genuine care for ensuring the situation has been resolved.