



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Conflict Resolution—**  
Brings people together who have been separated by their differences.
- **Customer Experience—**  
Leverages positive experiences to create customer loyalty and long-term relationships.

#### RELATED COMPETENCY CATEGORIES:

- **Attitude—**  
Maintains a friendly, positive, and enthusiastic outlook.
- **Stress Management—**  
Differentiates between positive and negative stress. Maintains a balanced attitude.
- **Interpersonal Skills—**  
Displays a consistent ability to build solid relationships inside and outside the organization.
- **Communication—**  
Practices active listening supported with meaningful oral and written information.

# Complaint Resolution

## SUMMARY

There are two aspects of complaints: emotional and rational. Resolving complaints requires dealing with both by clarifying complaints, lowering anxiety for both parties, using practical guidelines, and applying a process that deals with both emotional and rational factors to build even stronger customer relationships.

## CONTEXT

In this module, you will be able to explore the variety of causes of complaints, identify ways to neutralize negative attitudes, and follow a process that deals with both the emotional and rational elements of complaints. You will create approaches to maintain a positive attitude yourself, even when dealing with difficult people and difficult issues.

Complaints don't have to be negative experiences all the time. You will work together to create win-win relationships with customers. You will examine root causes of the complaints you receive and create ways to reduce or eliminate them. Finally, you will discover that effectively resolving complaints is actually a way to reduce stress, build relationships, and improve customer loyalty and retention.

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### At the completion of this module, participants will be able to:

- Deal with emotional and rational aspects of complaints
- Implement a consistent process to resolve complaints
- Apply methods to reduce their stress when resolving complaints
- Reduce the number and type of complaints received

*"Be happy for the troubles in your job. Those troubles are likely the reason your job exists."*  
—Steve Dudeck