

## “How can we learn from our complaints ... ?”

The **Vision**: No one likes getting complaints from customers. But why not view each unhappy client as an “unpaid consultant” willing to help you “tune up” your company... for FREE!

The **Problem**: We all (and especially your techs) tend to get “miffed” and defensive when a complaint comes in. So our response may be grudging and shortsighted. This negative attitude won’t let you or your workers analyze WHY your customer was unhappy. But even worse is not making the needed changes to avoid a similar problem in the future! (Even the most “unfair complaint” likely has a kernel of truth in it!)

The **Solution**: Don’t send the “offending tech” back to re-do the customer’s concern. Inevitably, the original employee will have a “chip on their shoulder” because they are emotionally invested in the job. Plus it is a negative Moment of Truth for your client to come face-to-face with the tech they “ratted out”! So send a “neutral third party” back to re-service the complaint AND to analyze a) what went wrong and b) how to avoid the same problem in the future.

NOTE: Be sure to have your new tech not “justify” what happened- instead just focus on fixing the customer’s concern. And have them provide Symbolic Atonement (“something extra”) for the client.

The quick**FIX**: Send this **Customer Concern Follow-up Sheet (CCF)** on every complaint you re-service. This will help “salvage” the customer and also provide valuable feedback on how to change your company procedures. [Be sure to review this CCF sheet during your next company meeting but without calling out the original tech(s). Ask your employees for their input on how to avoid future problems like this one.]

[Steve Toburen](#)

### **If you like this Procedure you’ll LOVE *Strategies for Success-***

Invest 5 days with *Strategies for Success* (SFS) and you’ll gain **years** of experience in measuring your financials, creating a marketing plan and building a truly lucrative, “real” business.

Do you struggle with any of the challenges below? Then just click for the solutions!

Remember, this is just a taste of the proven “Success Resources” SFS will give you:

- [Do you have a personal "Disaster Plan" in place?](#)
- [Dealing with employee cell phone usage](#)
- [Bill Yeadon's Cleaning and Restoration marketing checklist](#)
- [How to train your field techs for referrals.](#)
- [It is possible to build personal wealth in the cleaning industry.](#)

**There is no other program like SFS.** Interested? Call your Jon-Don rep or follow these links:

- [Frequently Asked Questions about SFS](#)
- [Why should I invest five days of my life to attend SFS?](#)
- [Here is what you will learn at SFS- day by day.](#)
- [Skeptical with all the "snake oil" out there? Read what our members say...](#)
- [Read these SFS Member "bios" of what happened after SFS!](#)

Remember, SFS has transformed the lives of almost 3,000 people in the cleaning and restoration industry. **Why not you?** I urge you to investigate SFS.

*Steve Toburen*

Customer Concern Follow-up Sheet

Name: \_\_\_\_\_ Date concern received: \_\_\_\_\_

Address: \_\_\_\_\_ Date original job done: \_\_\_\_\_

\_\_\_\_\_ Phone: Home: \_\_\_\_\_ Cell: \_\_\_\_\_

Email address: \_\_\_\_\_ Work: \_\_\_\_\_ Call at work? \_\_\_\_\_

Clients concern(s): (Please be specific on location(s) of concern) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Original Tech on Job: \_\_\_\_\_ Original Ass't: \_\_\_\_\_

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NOTE to Call-back Crew Chief: See attached copy of original work order.  
Section to be filled out by Call-back Crew Chief for in-house use. (Do not show this form to customer)

Call-back Crew Chief: \_\_\_\_\_ Ass't: \_\_\_\_\_

Technically speaking customer's concern is: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Is it fixed? \_\_\_\_\_ How did you fix it? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Cause? (Who or what?) \_\_\_\_\_

\_\_\_\_\_

Time spent on call-back: \_\_\_\_\_ Did the customer inspect your re-service work? \_\_\_\_\_

Is the customer happy? \_\_\_\_\_ What comments did the client make? \_\_\_\_\_

What *Customer Symbolic Atonement* ("something extra") *Action* did you take? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

HOW can we keep this problem from happening again on ALL future jobs? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

WHAT changes do YOU recommend in our procedures? (Please be specific) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Signed by Crew Chief: \_\_\_\_\_ Date: \_\_\_\_\_

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Second Quality Check Call (to be filled out by office)

Name of Q/C caller: \_\_\_\_\_ Is client happy? \_\_\_\_\_

Comments of customer: \_\_\_\_\_