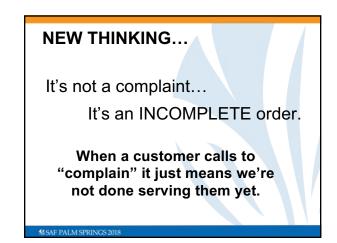
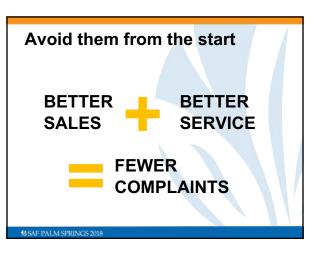




What to expect...

- New thinking on "complaints"
- How to avoid them from the start
- Who should handle them?
- 5 steps for handling disappointed customers
- 5 most common complaints
- Handling complaints thru Social Media
- Conversation





Better Sales

- Offering appropriate price points
- Making expert suggestions
- Offering appropriate upgrades (online shoppers in particular)
- Suggesting Finishing Touches

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Better Service

- Managing expectations
- Reframing web selections

Who should handle complaints?

If an associate can take a \$100 order...

...he/she should be able to take a \$100 complaint.

Key's for making sure every associate can handle complaints

- Policies
- Preferences
- Procedures
- Practice

5 steps for handling complaints

EMPATHIZE with the customer

- First, let them be heard
- Second, empathize

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- WITHOUT throwing any of your team under the bus
 WITHOUT admitting fault
- Third, assure them you're going to take care of them

5 steps for handling complaints

CONFIRM the details

Resist the urge to assume they've got it all right

Research the order

"I'm going to take care of this for you, but first let me pull up the order and see if I can see what happened."

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5 steps for handling complaints

- TAKE OWNERSHIP of the error
- Don't fault the customer
- Don't turn on your team
- Still an opportunity to BUILD UP your brand

5 steps for handling complaints

OFFER A RESOLUTION

BE THE EXPERT:

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- don't wait for them to tell you what they want
- "Here's what I would like to do to make this up to you..."

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5 steps for handling complaints

FOLLOW UP

- · Offer to speak with recipient when appropriate
- Call the customer to let them know a replacement has been delivered
- Send a note or message when appropriate

5 most common complaints

POOR VALUE/TOO SMALL

- Reframe the size
- "I hope the associate explained that this is one of our small arrangements, perfect for..."
- Offer to send an upgraded replacement
- "We'll send out a replacement and as a courtesy include some extra flowers for a fuller look..."

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5 most common complaints

MY ORDER IS MISSING _

- Apologize for the error
- Send out the missing item
- Tell customer you'll apologize to recipient when appropriate

5 most common complaints

- MY ORDER DOES NOT LOOK LIKE THE PICTURE
- WHOLE WORKSHOP in itself
- BEST LINE:

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"Help me understand what's disappointing to you...."

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5 most common complaints

- THE ORDER I SENT OUT OF TOWN WAS NOT WHAT I WANTED
- "Help me understand..."
- Research
- Rectify

(may have to be more hands on with replacement)

5 most common complaints

YOU MADE A MISTAKE ON MY ORDER
??

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Handling complaints through

Social Media

- Be engaging and responsive
 Redirect conversations to private forum
- Don't be afraid to ask for a new review/rating once the situation is rectified
- Remember the real "audience" for your public response is NOT THIS customer, but FUTURE customers

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