## CUSTOMER RECOVERY POLICY

[Organization Name] recognizes that regardless of how well we manage customer service, problems can occur. While some are more serious than others, they all have an effect on how clients perceive us and our ability to meet their needs. Our most satisfied clients are either those who have never encountered a serious problem with our services or those who had an issue that was resolved in a satisfactory manner. As such, this policy has been created to guide our employees in dealing with dissatisfied clients and re-engaging them in order to ensure their satisfaction and loyalty to [Organization Name].

SCOPE

This policy applies to [Organization Name]’s [Insert teams/departments]

POLICY

[Organization Name] believes that the process of recovering dissatisfied or lost clients entails identifying and resolving issues or making amends for service failures or miscommunications. We recognize that superior service recovery will help clients remain happy and loyal and that effective service recovery can convert upset clients into satisfied ones.

Problem Identification

Any recovery process must begin with a dissatisfied customer, a failed process, or even a miscommunication about what the client was expecting versus what they received. To identify dissatisfied clients and determine the source of their dissatisfaction, [Insert teams/departments]

must investigate the following:

* **Complaints:** While this is an obvious source for identifying issues, keep in mind that only a small percentage of dissatisfied customers complain.
* **Social media monitoring:** While complainants may not directly contact us, they are likely communicating with friends on Twitter, Facebook, TikTok, and LinkedIn. Hearing what others say on social media about our services could help us identify issues.
* **Self- identification:** We may have service issues that our customers are unaware of, and identifying them allows us to rectify them sooner and keep their trust.
* **Customer feedback:** Each service with a low score should be routed to the service recovery system for resolution.

Intervention - [Insert teams/departments]

When a client expresses dissatisfaction, [Insert teams/departments] should respond following these steps:

1. Apologize and acknowledge the mistake/failure/flaw in service.
2. Staff members are expected to use positive language throughout the conversation with the client.
3. Listen, empathize, and ask open questions to identify the source of the problem adequately.
4. Fix the problem quickly and fairly if possible. Simple or smaller issues may be resolved by staff members themselves.
5. [Insert teams/departments] may offer the following to a customer to appease them:
   1. E.g., Free parking
   2. E.g., Gift certificate of XX amount
   3. XXX
   4. XXX
6. Follow up or check in on the client from time to time throughout the rest of the event.
7. If the customer is very upset or highly agitated, [Insert teams/departments] should escalate the situation to their manager. [Insert teams/departments] should remove themselves from the situation if ever they feel threatened by a client, in accordance with our Workplace Violence Policy.

Calling Dissatisfied Clients

When issues are identified, members of the [Insert teams/departments] may be requested to call dissatisfied clients to discuss customer service complaints. Staff members should follow the same procedure outlined above, whether the complaint is in-person or by phone.

Staff members should document these complaints and the steps taken to resolve them and submit these reports to (Insert Person).

Social Media Complaints

The only employees at [Organization Name] who should respond to complaints on social media are (Insert Persons). All resolutions should be through direct message and not on the main page of the website.

Questions

Any question regarding this policy should be directed to [INSERT PERSON].