

This is a sample handout from the SuperHost™ Foundations of Service Quality course. It introduces the principles of providing a quality service experience. To take the full course, visit SuperHost.ca.



SEVEN STEPS TO SERVICE RECOVERY

1. Take ownership of the problem

This shows you are willing to take immediate action and are committed to help.

- Keep your approach positive.
- Show that you are ready to address the problem and support the customer.
- Don't shift the blame to somebody else.

2. Apologize

Apologize, not necessarily as an admission of guilt, but to acknowledge the issue the customer is experiencing.

- Be sincere in your apology.
- Apologize, using an appropriate method of communication (e.g., in person).
- Explain, but don't make excuses.

3. Listen

- Be an attentive listener.
 - Use open and positive body language.
 - Keep an open mind and don't jump to conclusions.
- Mirror feelings as a way of showing you care how the customer feels about the problem.
- Be empathetic: put yourself in their shoes and try to understand their perspective.

4. Identify and clarify

- Ask open-ended questions to gather as much information as possible.
- Clarify any points that are unclear.
- Summarize the customer's information in your own words (paraphrasing).

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5. Solve the problem

- Work together with the customer to find a satisfactory solution.
- Ask your team members or supervisor to assist you in the problem solving process.
- Avoid negative phrasing such as “I don’t know”, “We cannot”, “We will try”, “Company policy” (sounds very regulatory).
- Agree on a solution and make sure you keep your promises.

6. End on a positive note

- Thank the customer for bringing this issue to your attention.
- Stay courteous to the end; this will show that you continue to value them as customers, no matter what has happened.

7. Follow Up

- Make sure what you promised was delivered.
- Ask the customer if the solution was to their satisfaction and if there is anything else you can do.
- Follow up with your team members on making sure the customer’s needs are attended to.
- Make sure that everything was resolved to the customer’s satisfaction.