

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](https://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.