

- 1 • Acknowledge the complaint
- 2 • Listen attentively
- 3 • Don't interrupt
- 4 • Apologise and sympathise
- 5 • Empathise
- 6 • Document and restate the complaint
- 7 • Ask questions
- 8 • Thank and reassure
- 9 • What outcome does the customer expect?
- 10 • Assign the complaint
- 11 • Follow up