

A background image showing a business meeting. Two people are seated at a wooden table. One person is holding a pen and looking at a laptop screen displaying charts and graphs. The other person is holding a pen and looking at a document. A coffee cup is on the table. The image is overlaid with a teal and dark blue geometric design.

NEW BUSINESS ENGLISH 6

Lesson 35

Responding to a Complaint



LEARNING GOAL

- ◆ Responding to a Complaint



Warm-up

- ◆ What kinds of complaints do you receive at work?
- ◆ How would you deal with a customer complaint?





Elizabeth Davis calls Tracer to complain about some defective products. Tracer deals with the complaint patiently.

Situational Dialogue

Listen to the audio.

Tracer: Good day! This is Tracer. How may I help you?

Elizabeth: Good day, Tracer. This is Elizabeth Davis. I just received the sunscreen I ordered last week, but there appears to be a problem with the **packaging**.

Tracer: Sorry to hear that. Would you care to **elaborate** on that, Miss Davis?

Elizabeth: Yes. Out of the six bottles, two of them have no **manufacturer's** name on the label.

Tracer: Oh, I see. Kindly send me an image of the defective items via email, enclosing your purchase **invoice**. I'll personally check and replace the items as compensation.

Elizabeth: Sure thing! Thanks for hearing me out.

Tracer: No worries, Ms. Davis. Thank you for your patience.

Role-play

Do a role play and answer the questions.

Tracer: Good day! This is Tracer. How may I help you?

Elizabeth: Good day, Tracer. This is Elizabeth Davis. I just received the sunscreen I ordered last week, but there appears to be a problem with the packaging.

Tracer: Sorry to hear that. Would you care to elaborate on that, Miss Davis?

Elizabeth: Yes. Out of the six bottles, two of them have no manufacturer's name on the label.

Tracer: Oh, I see. Kindly send me an image of the defective items via email, enclosing your purchase invoice. I'll personally check and replace the items as compensation.

Elizabeth: Sure thing! Thanks for hearing me out.

Tracer: No worries, Ms. Davis. Thank you for your patience.

⚙️ The LAST Method

L

LISTEN

- Use facial expressions and gestures.
- Make the customer feel heard.
- Make sure to understand the concern.

A

APOLOGIZE

- Apologize without blaming others.
- Keep the apology simple.
- Make your apology genuine.

S

SOLVE

- Begin by stating solutions.
- Emphasize your company values.
- When possible, give options.

T

THANK

- After the resolution, thank the customer.
- Close with another apology and a sign of gratitude.

Learning Goals

⚙️ The LAST Method



LISTEN

*What has been the problem?
How may I help you today?*



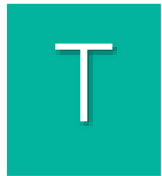
APOLOGIZE

*I am so sorry for the inconvenience.
I would like to apologize for the inconvenience this has caused you.*



SOLVE

*Kindly send us the full information of the complaint.
We will surely compensate you for the damage done.*



THANK

*I appreciate your time in notifying us.
Thank you so much for taking the time to report this problem.*



1. Do you agree with the saying, “The customer is always right?” Why or why not?
2. How do you effectively handle customer complaints?

Oral Practice

Scenario:

You are answering a phone call from a customer. The customer complains about the delayed delivery of her ordered products. Solve the complaint by using the LAST Method.



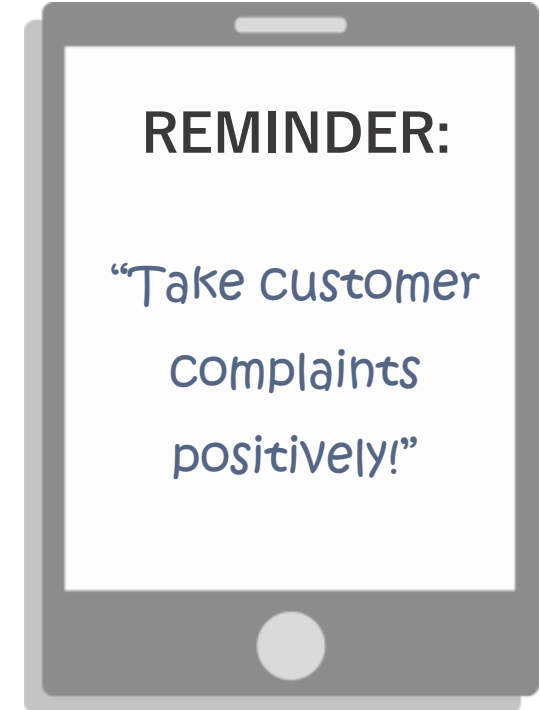
∴ Handling customer complaints:

LAST Method

- *Listen*
- *Apologize*
- *Solve*
- *Thank*

Benefits of Customer Complaints

-  Beneficial in Learning from Mistakes
-  Beneficial in Making Satisfied Customers
-  Beneficial in Becoming an Eye-Opener in Business
-  Beneficial in Understanding Customers Better
-  Beneficial in Knowing Competitors Better



1. *How would you deal with an aggressive customer?*
2. *What will happen if a complaint is handled poorly?*

Overview

Keywords and expressions:

*packaging/ elaborate
manufacturer/ invoice*

The LAST Method:

- *Listen - What has been the problem?*
- *Apologize - I am so sorry for the inconvenience.*
- *Solve - We will surely compensate you for the damage done.*
- *Thank - I appreciate your time in notifying us.*

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