

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 notepad. A coffee cup is on the table. The image is overlaid with a teal and dark blue geometric design.

NEW BUSINESS ENGLISH 6

Lesson 36

Giving a Polite Complaint



LEARNING GOAL


- ◆ Complaining Politely



Warm-up

- ◆ Have you ever complained after purchasing a product?
- ◆ What was your complaint about?
- ◆ How would you complain about a defective item?



A man with brown hair and a mustache, wearing a dark suit, is seated at a desk in an office. He is holding a silver smartphone to his ear with his right hand and looking down at a laptop on the desk with his left hand. The background shows a large window with a view of a modern building and some indoor plants.

Tracer calls Abby, the sales representative of Allie Swan, to raise a concern about product packaging.

Situational Dialogue

Listen to the audio.

Abby: Good morning! Abby speaking. How may I help you?

Tracer: Hello, Abby. This is Tracer. I'm glad that your products are bestsellers.

However, I received some negative feedback about **labeling** errors which is giving me a headache. I also found another 6 boxes with the same concern from this batch.

Abby: Oh. I'd like to apologize for this **nuisance**. We'll investigate the cause at once and figure out a **compensation scheme** for the inconvenience.

Tracer: Sure. I am certain you can resolve this issue for me.

When can I expect a reply on my compensation?

Abby: I'll get back to you tomorrow. Thank you for notifying us.

Role-play

Do a role play and answer the questions.

Abby: Good morning! Abby speaking. How may I help you?

Tracer: Hello, Abby. This is Tracer. I'm glad that your products are bestsellers. However, I received some negative feedback about labeling errors which is giving me a headache. I also found another 6 boxes with the same concern from this batch.

Abby: Oh. I'd like to apologize for this nuisance. We'll investigate the cause at once and figure out a compensation scheme for the inconvenience.

Tracer: Sure. I am certain you can resolve this issue for me. When can I expect a reply on my compensation?

Abby: I'll get back to you tomorrow. Thank you for notifying us.

⚙️ How to Complain Politely

Using the Goodwill Sandwich Method

Start with something positive.

State your complaint.

End on an encouraging note.

“

I'm glad that your products are bestsellers, ...

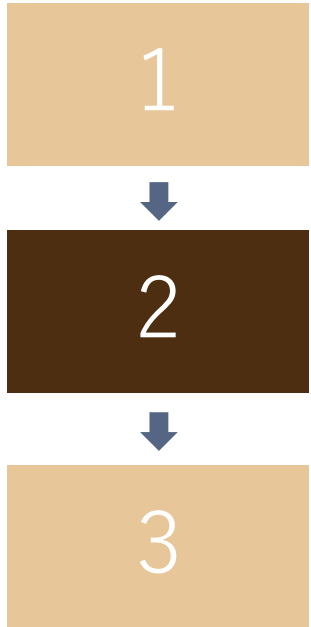
However, I received some negative feedback about labeling errors which is giving me a headache.

I am certain you can resolve this issue for me.

”

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“

Your association is highly regarded and valued by our company, and there is no doubt in saying that.

...

The purpose of this email is to inform you that one of our potential clients has been nagging since a few days ago.

...

I am positive that you can do something about this since you have provided services at par which are beneficial to our company.

”



1. How do you respond to a rude customer complaint?

2. Is it necessary to address a customer complaint? Why or why not?

Oral Practice

Scenario:

You just received orders from a supplier. While checking the items, you found out that the items delivered were lacking. Call your supplier and complain about the incomplete delivery. Use the Goodwill Sandwich Method to complain politely.



∴ Steps to follow to complain politely:

1. *Start with something positive.*
2. *State your complaint.*
3. *End on an encouraging note.*

Types of Complaining Customers

Aggressive

These are extroverts who are controlling, practical and decisive.

Expressive

These are also extroverts, but they are more sociable and impulsive.

Passive

These are introverts. They hate pressure, but they need reassurance.

Constructive

These are organized and critical. They are also perfectionist customers.



1. *What type of complaining customer are you?*
2. *How would you negotiate with a difficult seller?*

Overview

Keywords and Expressions:

labeling/ nuisance

compensation scheme

Complaining Politely: Using the Goodwill Sandwich Method

- *Start with something positive.*
- *State your complaint.*
- *End on an encouraging note.*

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