

Recovery's Not Just for Post Op

Our goal is to empower all employees through training and support with the tools and techniques to handle complaints.

SERVICE RECOVERY PROCESS

The simple acronym H.E.A.R.T. says it all—Hear, Empathize, Apologize, Respond, Thank



H - Hear

Listen without interrupting
Ask questions to clarify

Restate the information provided ("What I'm hearing you say is...")
Use positive nonverbal cues and body language

E - Empathize

Be sensitive to the customer's experience
Be understanding
Treat the customer with respect

A - Apologize

Don't become defensive or shift blame to another
An apology is not an admission of guilt. It's a way of showing concern.
It is most effective when delivered in the first person, as in "I am sorry this happened to you. I want to help if I can."
Customer satisfaction increases 10-15% when the apology is genuine, and sounds like it.

R - Respond

Take ownership of the problem
Explain why the problem occurred (if appropriate)
Outline what you will do to fix the problem, and provide a timeline.
If possible, list options for the customer on how to best resolve the issue.
If needed, provide atonement (meal tickets, reimbursement of lost items, etc.)

T - Thank

Always end by thanking the customer for sharing his or her concern.
(After all, if we don't know about it, we can't fix it, and the customer walks away angry.)



BAY REGION