

GET SMARTER MARKETING

Customer Service Problem Guide

MANAGING PROBLEMS

Step 1: Don't Panic

- Do not overreact
- Do not close your social media account as that can look worse, like you have something to hide and are running from the problem
- Take a breath and assume that what has happened isn't personal
- View the situation as a problem to be solved, not abandoned
Misunderstandings can happen easily in a world where it's easy to shoot off comments behind the relative anonymity of a keyboard.

Step 2: Apologise and Acknowledge

- Say sorry for the problems someone is experiencing, even if you aren't apologising for a faulty product
- Keeping a conciliatory, concerned tone is important to disperse the tension and making them feel heard
- Respond once or twice to answer combative posts or comments
- Take the discussion offline as quickly as possible if the tone continues to be aggressive
- Call the person if they are a customer and you have their phone number
- If they aren't a customer, try to get their email address so you can have a one-on-one discussion without the full glare of the internet watching and pitching in.

Customer Service Problem Guide continued

Step 3: Fix It

- Is the problem:
 - A faulty product – do what you can to investigate and fix
 - A blog post causing objection – consider removing or amending it
 - An advertisement causing offence – pull it
- Take action to make amends

Step 4: Feedback

- Let your website visitors, customers or social media followers know what action you've taken to resolve the issue
- Be as upfront as you can and invite other suggestions on how you can improve
- If you get a flood of new comments and negative views are brought to the surface, be a part of the conversation and address them and action them to help your customers and business move forward
- By not addressing issues that arise, it looks like you don't care and are only interested in their money and may prompt customers and potential customers to seek alternative options.

Need Help?

To take control of your marketing and develop your own internal marketing resources, the next step is to register for one of Harbren's Big Picture Workshops.

These 90-minute workshops are specifically for small business owners like you. You'll come away with a deeper understanding of your top problems, clarity about business obstacles and an action roadmap to meet your goals. [Click here to read more.](#)