



Unit – 4

Service Delivery and Promotion

➤ **Complaint Handling :**

Complaint handling in service marketing is the process of addressing customer concerns and providing a solution. Effective complaint handling can help a company build customer loyalty and improve its reputation.

➤ **Why do Customers Complaint ?**

- Their expectations have not been met.
- To release their anger
- To help improve the service
- Because of concern for others who also use the service



Importance of Complaint Handling



Enhances Customer Satisfaction – Resolving complaints can restore trust and improve customer perception.

Builds Customer Loyalty – Customers appreciate brands that listen and act on their feedback.

Provides Insights for Improvement – Complaints offer valuable information on service gaps and areas for improvement.

Reduces Negative Word-of-Mouth – Proper handling prevents the spread of bad reviews and promotes a positive image.





Steps in Effective Complaint Handling

➤ **Listen Actively**

Allow the customer to express their concern without interruptions.
Show empathy and understanding.

➤ **Acknowledge and Apologize**

Accept the issue and offer a sincere apology.
Avoid being defensive or blaming the customer.

➤ **Analyze and Investigate**

Gather facts related to the complaint.
Identify the root cause of the problem.

➤ **Offer a Solution**

Provide a clear and fair resolution.
Ensure the solution meets customer expectations.

➤ **Take Prompt Action**

Implement the solution quickly.
Keep the customer informed about progress.

➤ **Follow Up**

Check back to ensure the customer is satisfied.
Use feedback to prevent similar issues in the future.