

Resolving Consumer Complaints

Duty/Concept Area

Making Sound Business Decisions

Scenario

We are told far too often in business that the customer is always right. You have been hired as a customer service agent with a local company. Conduct research to explain the process of resolving consumer complaints and the impact complaints have on business performance.

Big Question

If customers are always right, why do companies spend so much time, energy, and money resolving consumer complaints?

Focused Questions

- What are some common complaints from consumers?
- What constitutes a valid consumer complaint? An invalid consumer complaint?
- What are the seven common steps to resolve consumer complaints?
- How does customer service affect business performance?

Assessment

- Apply the seven steps of resolving consumer complaints to a real-life event.
- Identify possible ways to solve/aid the consumer complaint.
- Explain how this complaint could affect the business (e.g., customer service, sales).

Resources

- Documents/articles (available on Internet or in Library) on
 - consumer complaints
 - [Federal Trade Commission](#)
 - customer service.