

# 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.