





KEMENTERIAN PENGAJIAN TINGGI

GUIDE TO DEAL WITH COMPLAINT



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PREFACE

The skills in making and responding to complaints are very vital to use and apply in everyday life. Therefore, the use of correct skill in making complaint and how your responses will determine the success of complaint.

The purpose of this E-book is to be a reference for readers on how to make and respond to complaints correctly, and to ensure both parties can reach an agreement. In addition, readers also learn to use polite words, expression, intonation and gestures in handling complaints professionally.

Notes, examples and exercises in this E-Book, will guide the readers to improve their communication skill in making and responding complaints.

CONTENTS

Constant which a

Write	rs Info	3
Preface		4
1.0 COMPLAINTS		6
1.1 Lo	odge complaints	8
1.1.1	Identify the nature of the complaints	10
1.1.2	Use appropriate style and tone in making	14
	complaint(s)	
1.1.3	Propose clearly the action(s) expected to be taken	16
1.1.4	Express complaints in a clear and logical manner	22
1.2	Respond to complaints	33
1.2.1	Justify the reasons for the complaints	35
1.2.2	Use appropriate style and tone in replies to	43
	complaints	
1.2.3	Display appropriate forms of clarifications,	
	adjustments and conciliations	49
1.2.4	Reply to complaints in a clear and logical manner	53
1.2.4	Use effective communication and social skills in	
	handling complaints	56

Reference

65

1.0 COMPLAINTS

Complaints

L

WHAT IS COMPLAINT?

A complaint is a statement made orally or written to express dissatisfaction about something. Complaint is a part of our daily communication. However, effective complaints will make better impact.

Commonly, complaints occur between seller or service provider and their customers or consumers.

Making complaints should not be considered as something negative. If complaint is done correctly and effectively, it will benefits both parties.



1.1 LODGE COMPLAINTS





What is lodge complaints ?

Lodge is when you make an official statement to someone in authority,

usually to protect something that you feel it is your right to have or do.

While, **complaint** is a written or spoken statement in which someone says that somebody has done something wrong or that something is not satisfactory.

So here, **lodge complaints** can be defined as making an official complaint about something that you are not satisfied with or something done wrong.



1.1.1 Identify the nature of the complaints

REASONS WHY PEOPLE COMPLAIN:

- Wrong good received.
- Poor quality of goods
- Late delivery
- Damaged goods
- Prices not as agreed upon





PURPOSES OF COMPLAINTS

- To get issue resolved
- Demand for a product to be replaced or repaired.
- to have service performed satisfactorily

MEDIUM USED TO MAKE COMPLAINT

- Orally (face to face)
- Phone calls
- Personal messages through social media (Facebook, Instagram, Tik Tok)
- Email
- Letter of complaint

Exercise

LET'S DISCUSS

What is your opinion about people making complaints through social media and make something viral? Is it positive or negative? Discuss.





CanStockPhoto.com



1.1.2 Use appropriate style and tone in making complaint

STYLE AND TONE IN MAKING COMPLAINTS

- Polite tone in making complaints:
- I'm sorry to say this, but...
- I'd like to make a complaint about...
- I'm afraid I'd like to complain to you.
- Excuse me, but I'm really not happy with...
- Excuse me, but there seems to be a problem...
- There appears to be something wrong with...
- I was really upset when...
- I was expecting (something) but...







1.1.3 Propose clearly the action(s) expected to be taken

EFFECTIVE COMPLAINT

An effective complaint often has three steps:

Explaining the problem
 must give all the correct details.
 must explain clearly the incident.

2.Stating your feelings express your disappointment or dissastifaction (do not be emotional)

3.Asking for action. State what actions do you expect from the other party. (refund, return of goods, change of goods, improvement in services, apology)

COMPLAINT LETTER

A complaint letter must basically have 7 parts:

Dear Mr Chol

I am writing to inform you that the mobile I ordered from your company has not been working correctly.

On 31 October 2011 I placed an order with your firm for a high-tech mobile. The package arrived fifteen days ago, but after an only week of use it began crashing continuously.

This problem has put me in a difficult position, as I have to use a mobile for contacting my customers.

I am writing to ask you to please resolve my problem immediately.

Otherwise, I will get in touch with the Consumer Reports.

Llook forward to hear from you by return.

> Yours sincerely Jennifer Sanders

OPENING

BACKGROUND

PROBLEM

SOLUTION

WARNING

CLOSING

Letter of complaint might look outdated. But, actually writing a letter is one of the best way to address your complaints formally.

Even it is a letter, Letter of complaint can still be delivered through email, personal messages and also WhatsApp.

Let Us Explore More

https://www.youtube.com/watch? app=desktop&v=MyMS3y2QuXw

https://www.youtube.com/watch?v=v3Bcy9IVr Y

Let Us Figure Out and Don't Get Confused Again

COMPLAIN: Is a verb.

Meaning: To say that you are not satisfied with or happy about something.

She always complain about our service.

COMPLAINT : Is a noun.

Meaning: Statement that you are not satisfied with something.

You should make a <u>complaint</u> to the company that made the machine.

Exercise

LET US TRY TO RECALL:

1. Complain is a negative action. (TRUE / FALSE)

2. Making complaints means expressing your dissatisfaction with something.(TRUE / FALSE)

3. Complaints are only made orally. (TRUE / FALSE)

4. Polite tones in making complaints are used for formal situations only. **(TRUE / FALSE)**

5. Social media can be used as one of the platforms to make a complaint. **(TRUE /FALSE)**

6. Writing a complaint letter is no longer relevant. (TRUE /FALSE)

7. Complaint is made to get issues resolved. (TRUE /FALSE)

8. It is important to control our emotion when we are complaining about something. **(TRUE / FALSE)**





1.1.4 Express Complaints in a clear and logical manner





People have their own reason, why do they keep complaining. It's very important to express or deliver complaints clearly and in logical manner. For example, there's a customer may make a complaint when they're having problems with a company's product or service. For example, a customer may explain that a product arrived broken or the product functions differently than they expected. When this happens, it's important to document the customer's concerns thoroughly.

Below are a few examples of common customer complaints and what are actions we are suggested to do:

Issue 1 : <u>Unavailable or Out of stock product.</u> Customers can become impatient for its return. They may call for product updates or cancel it when they are frustrating. But, the review given by customers will effect the company's reputation then.

Suggested solution: It's important for company's representative to make it clear with the issue/problem happened. For this situation, a customer service officer plays a very important role. The officer should report these issues to their manager who can notify/update about sales and product management. And at the same time, encourage customers to remain patient and let them know that they'll reach out when the shipment arrives.



Issue 2 : <u>The product does not meet the customer's expectations.</u> This may happen because the buyer is attracted by the promotion given without considering or looking at the specifications or description given by the seller before buying. There are also situations where the seller gives inaccurate or incomplete information about a product. So, buyers only refer to pictorial information or what they may expect.

Suggested Solution : You need to listen to explanations from customers and understand how they make expectations for a selected product. A clear description can be done to resolve the issue or problem that occurs with the customer. Sellers also need to prevent the problem from happening again in the future. Consideration should be given if, it is related to misleading information from the seller. Chances are, the buyer will give a bad review of the product. It will affect the seller's rating if the purchase is done online. Therefore, improvements need to be made on the seller's side.



Communication is a key when it comes to handling customer complaints. How you communicate with your customers throughout the complaint resolution process can make a big difference in their satisfaction, loyalty, and trust. It's very important to have a good two ways communication among two parties and to avoid any misunderstanding.

Let's look at steps to express complaints smoothly and clearly.

Simple steps to express complaint smoothly and clearly

Have a good communication among two parties. It's the best if we can sit down in harmony for a meeting or discussion. Then, address the problem that have appeared. Clearly state the purpose of discussion. This is to make it easier for both parties to discuss together in an organized manner.

State the problem. Describe the problem/issue that you are facing clearly. During the meeting, it's important to give a specific details such as specific incidents (main problem & how it happened), dates and times

Structure a complaint in a logical manner. List down your ideas into important parts. Ensure about a clear flow information and it must be organized. Starting with giving information of time, date and explanation about incident happened (what is expected and what has happened)

3

Simple steps to express complaint smoothly and clearly

Provide data information or records required as evidence. For example, if you are not satisfied with a service that is not commensurate with what you paid for, you can provide a receipt. Other relevance records such documents, pictures, items, recording, etc.

Avoid blaming each other and use positive and polite tone. In a discussion it is important to thoroughly understand the problem at hand. Our main target is to find the best solution. So, avoid blaming any party . Tone of voice or in written form should be more positive and polite.

Identify suggested solution or request.

5

Before reaching an agreement, identify and state several solutions. Therefore, both parties can make the best choices and decisions.

Exercise

Imagine you are facing these situations. Discuss these questions and how you express the complaints.

SITUATION 1

You're not happy and unsatisfied with product received. Do you complain ?



SITUATION 2

You are frustrated with facial treatment given at a beauty saloon. Do you prefer to complain in person, over the phone, or in writing ?



Exercise

Look at the situations below and choose any situations below and practice making a complaint

Situation 1:

You have been planning for a trip and are very excited. But it's 12 hours of travel time, including two flights. Your first flight is delayed three times, which will cause you to miss your connecting flight. That means you will also miss a special event tomorrow at your destination. And you already bought tickets to the event. Talk to the airline worker about the problem.



Situation 2:

Your lecturer puts students into small groups for a big project. The project is 25% of your final grade. You are in a group with two other people. One is a hard worker. But the other people text a lot and don't do enough work. The hardworking student is not bothered by the lazy student. Talk to the lazy student *or* the professor about the problem.



Situation 3:

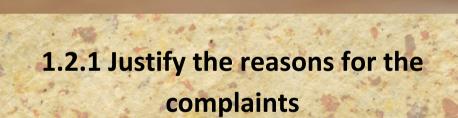
Your Internet company recently changed your data plan without your permission. The cost of your monthly bill is now doubled. You have been trying to reach the billing department for a week but they keep putting you on hold for more than 20 minutes. Your payment is now late. You finally reach a representative by phone. Talk to them about the problem.



1.2 RESPOND TO COMPLAINTS



Respond to complaints is important step in dealing with issues that have raised. Customer complaints are pieces of feedback that let you know where customers experience problems with your product or service. They are opportunities for your business to improve your offering and create a better experience for your users.



Assume that you have received this complaint letter from your customer. How do you justify the reasons for the complaints ? Let's study.

Dear Mr Imran,

I am writing to complain about my visit to your hotel. I stayed with you for two nights on the 25th and 26th May this year and I am dissatisfied with the service I received.

Your website claims that guests receive a warm welcome, but when I arrived at reception on the first night I had to wait 25 minutes before a receptionist helped me.

I had booked a double room with an en-suite bathroom through the Internet, but there were no en-suite rooms available so I had to use the bathroom in the corridor.

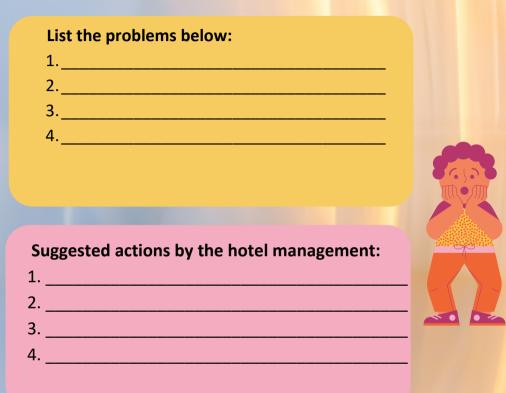
The website also says the hotel is comfortable and relaxing. But my room was too hot and at night there was construction noise from outside.

I often visit your city and stay overnight for business. While your hotel is near the centre and therefore convenient, I will have to stay somewhere else if the service does not improve. I hope you will provide better service next time.

Yours sincerely Rosalind Lee



Rosalind Lee faced bad experience in the hotel. There were 4 problems. Can you try to identify these problems ? and what do you think the hotel management should do in responding this letter ?





How to respond a complaint ? Responding to a complaint is when we can justify the reasons for the complaints. It's a step for both parties to achieve a good agreement and tight understanding with what happened.

For example, if you are the hotel manager and you want the customer/visitor to return and use your services, what is justification or explanation can you give for the problems? What can you offer the visitor in the future?

Below is the answer letter and respond regarding complaint letter before this . Identify the explanations/justification given by the hotel management.

Dear Ms Lee,

I was sorry to hear of the problems you experienced during your recent stay at our hotel. We pride ourselves on the standard of our service and I have carried out an investigation to find out how we fell short this time.

We are always looking to improve the standard of service we can provide and as part of this programme we undertook an extensive renovation programme in May, the time of your stay. This renovation meant that we had to close the West wing, resulting in a shortage of rooms. Unfortunately, the room that you were offered was in the old section, and not to the same standard as our executive rooms.

On the night of your stay, some of our staff were sick, resulting in delays in checking in.

The renovation works are now complete and we think you will now find our accommodation to be of an exceptional standard.

On behalf of Crown Hotels, I would like to offer our sincerest apologies for the inconvenience that these problems have caused you. In order that you can experience the new accommodation first hand, I would like to offer you two nights in our newly renovated executive rooms at the basic room rate of RM 50. I also enclose a free voucher for dinner for two in our newly refitted restaurant, with our compliments.

We hope that you will take advantage of our offer and stay with us again. We look forward to seeing you soon.

Yours sincerely Mr. Imran (Customer Services Manager)

Point	Purpose
I was sorry to hear of the problems you experienced during your recent stay at our hotel.	Show you have listened / apology
Some of our staff were sick that evening.	Explanation
Renovation meant that we had to close the West wing, resulting in a shortage of rooms.	Explanation
Unfortunately, the room you were offered was in the old section, and not to the same standard as our executive rooms.	Explanation

Point	Purpose
The renovation works are now complete and we think you will now find our accommodation of an exceptional standard.	Remedial action
On behalf of Crown Hotels, I would like to offer our sincerest apologies for the inconvenience these problems have caused you.	Apology
In order that you can experience the new accommodation I would like to offer you two nights in our newly renovated executive rooms at the basic room rate of RM 50.	Offer
I also enclose a free voucher for dinner for two in our newly refitted restaurant.	Offer

Below is an email of a reply to a complaint. Fill in the blanks by choosing the words provided in the box.

Resolve	frustrating	comments
Excellent	happened	

Dear Mr Adam Ayril,

I am sorry to learn that you were on hold with our customer service department for 30 minutes. I understand how (1) this must have been for you. We value our customers' time, and this should not have (2) I will relay this message to the appropriate department and customer service representative. We are prioritizing the issue you're facing with our software, and our team is already working actively to (3) the issue. I'll notify you right away when it's fixed. I appreciate you making us aware of your negative experience. We strive to customer service in a timely provide (4) manner, and I apologize for the inconvenience this has caused. Please let us know if have any additional questions, concerns, or (5) you

Warm Regards, Aina Aqila



1.2.2 Use appropriate style and tone in replies to complains

STYLE AND TONE IN RESPONDING COMPLAINTS

Positive response to complaints:

- I'm so sorry, but this will never occur/happen again.
- I'm sorry, we promise never to do the same mistake again.
- I'm really sorry ; we'll do our utmost/best not to do the same mistake again.

Negative response to complaints:

- Sorry there, is nothing we can do about it.
- I'm afraid there isn't much we can so about it.
- We are sorry but the food is just alright.

Imagine you have faced with these situations, how do you respond ?

Situation 1

What does your boss say when she or he complaints about your performance and make data errors in the report ?

How do you respond and what do you say?



Situation 2

What does your supervisor say when she or he is not satisfied with your monthly sales target ?

How do you respond and what do you say?



Situation 3

What does your co-worker say when she or he complaints about your attitude ?

How do you respond and what do you say?



Situation 4

What do the customers say when she or he complaints about your service ?

How do you respond and what do you say ?





1.2.3 Display appropriate forms of clarifications, adjustments and conciliations

HOW TO RESPOND TO A COMPLAINT LETTER (ADJUSTMENT LETTER) ?

- An adjustment letter is the response to a complaint letter. It should be sent as soon as the complaint is received.
- In the letter, you must show the customer that you understand the situation and explain what you are going to do to resolve the problem.
- It is essential that you avoid negative words or expressions.



TIPS FOR WRITING AN ADJUSTMENT LETTER

Start with something positive

 You should begin any response to a letter of complaint by thanking the customer or positive note, acknowledging the time and effort they've spent to get in touch.

Be Sympathetic

- Acknowledge the specific problem highlighted in the complaint.
- If they make several points, respond to each one in turn.
- Apologize sincerely for any mistakes you or your organization has made.
- Explain what you have done (or will do) to address the problem.
- Offer compensation (if applicable).
- Set out any precautions you will take to prevent similar problems arising.

Keep It Simple

- Keep things as simple as possible in sentences and avoiding technical jargon.
- Make sure to explain it clearly, if you do use technical terminology.
- Offer a consistent point of contact for any ongoing correspondence following a complaint.

Take the Complaint Seriously

- Take the problem or complaint seriously when response a letter.
- Make sure to proofread your replies letter. This will ensure your message is easy to read and error free. It will show to the customer that you take their problem seriously.



1.2.4 Reply to complaints in a clear and logical manner

STEPS TO REPLY TO COMPLAINT

LISTEN:

You have to listen although you know that your customer is angry, mad and frustrated. Then try to get the details of the problem.

Eg:

O..Ok, could you tell me more about why/how/what happened?

APOLOGIZE:

This is the most important and the most difficult part. Your customer wants a sincere apology from you. Eg: I am really sorry to hear that. I understand how frustrated it would be.

EXPLAIN:

You must explain to your customer on what had happened that leads to the problem.

Eg:

Let me explain to you. Last week 3 out of 4 of our machines had problem and only one machine could be used......

TAKE ACTION:

Now it's time to take action, to do something about the problem.

Eg:

We will issue a refund immediately to resolve the issue/ we will send a repair person to your house immediately

FOLLOW UP:

Follow up after you resolve the problem to make sure the customer is satisfied.

Eg:

I just wanted t o follow up with you regarding (the problem). Did the repair person fix the issue?





1.2.5 Use effective communication and social skills in handling complaints Why is it important to respond to customer's complaint?

While customer complaints may seem challenging to manage, it's important to respond because this process can benefit your company in many ways. Taking initiative to resolve complaints can help you retain customers and make important improvements to your company's processes. Complaints can also help you understand your customers better, which can be key to a successful company. For example, if you receive many complaints about a product being too complicated, you may want to focus on creating simpler, more intuitive products in the future.

LANGUAGE USED FOR REPLY TO COMPLAINT



LANGUAGE OF APOLOGY

First you must apologize for the problem:

- I sincerely apologize for the inconvenience
- On behalf of my company, I offer my sincerest apology.



LANGUAGE OF EXPLANATION

If there is an explanation for the cause of the problem, this is appreciated.

- It appears that there was a misunderstanding.
- There seems to have been some miscommunication



LANGUAGE OF CULPABILITY

It is important that the customers know that the company takes responsibility and is not blaming them for the problem.

• We take full responsibility for this problem.



LANGUAGE OF REMEDIATION It is also important for the customer that they

know it will be fixed.

- I will give you a full refund.
- We an offer you a discount.



ENDING THE CONVERSATION

Once the customer is happy, make sure that you apologize once again, also making sure that you have helped them with all of their issues.

• Please accept my sincerest apologies. Is there anything else I can help you for today?

SAMPLE OF REPLY TO A LETTER OF COMPLAINT

BCM HARMONY TRADING, C 112, Lot 24, Jalan Perusahaan Majujaya 1/1A Pusat Perusahaan Majujaya, 09000 Kulim, Kedah.

23 July 2023

Mr Afham Bin Adenan No 23, Jalan Meriah 2 Taman Meriah Fasa 2 05400 Alor Setar, Kedah.

Dear Sir, <u>REPLY TO A COMPLAINT</u>

We are sorry to hear that the new clock radio you purchased from us two weeks ago has a faulty alarm timer and mechanism. We have been selling this model for almost a year and have had no previous complaints. There is always a "lemon" sooner or later on any assembly line, and you, unfortunately, have been a victim this time. Please bring the defective product in next time when you are shopping in this area, and we will reply it. As compensation for your trouble, we will also give you a handy program selector for your TV.

We would like to say sorry for what have happened and we promise it won't happen again in the future.

Sincerely, Mahfuz Bin Mahmud

Have you dealt with a complaint before? How did you handle it? Discuss with your partner.



You have received a complaint about bad services of your restaurant from a customer. Understand the complaint carefully and reply to complaint in a clear and logical manner.

Dear Sir,

I am writing to complain about the food and the service at your restaurant.

My friend and I went to your restaurant for lunch at around 12.30 on Friday 21 July. We ordered a quiet table, however we were given one near the kitchen door. It was very noisy there and to make matters worse, we had all the smell from the kitchen as well.

The food, when it was finally served, was cold and had to be taken back to the kitchen. Not only that, but the portions were rather small. The service was very slow, and the waiters were rude.

When we finally got the bill, we found we had been overcharged by two pounds. I pointed this out to the waiter, but he just ignored that and then he shouted at me because I di not leave a tip.

I would like you to consider this matter and take the necessary action. I would also like an apology and a full refund of the bill.

I look forward to hearing from you, soon.

Yours faithfully, Steven Roy.

Rep	lv to	a lett	er of	com	<mark>olaint</mark> :
	.,			r	

Rearrange these sentence in number (no. 1 - 7) to make a proper complete reply to a letter of a complaint.

We have already shipped a replacement item to you at no cost and you should receive that item within two business days. ()

```
Dear Joan Smith ( )
```

Please let us know if there is anything we can do to make your shopping experience easier with us and we thank you for your feedback. ()

We received your complaint regarding the damaged item you received as part of your recent online order. We are sorry this has happened and we realize the inconvenience this has caused you.

```
(
```

)

```
Dear Joan Smith ( )
```

We value your loyalty as a customer and would like to extend to you a ten percent discount that can be applied to your next order.

(

)

```
Sincerely,
Emma Watson (
```

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Respond to Complaint the Right Way in English https://www.speakconfidentenglish.com/responding-to-complaints-inenglish/



GUIDE TO DEAL WITH COMPLAINT



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(online)