BASIC PROCEDURES

FOR

CUSTOMER COMEBACK

At NO time do we accept or deny responsibility.

Listen to all that the customer has to say. Once the customer has finished reassure the customer that if the problem was due to something we did that we will take care of the situation.

1. Do not be cheap or demeaning while relating to a complaining customer.
2. Try to steer the complaining customer away from the other customers.
3. Establish a signal to your employees that they will know not to disturb you.
4. Concentrate on good eye contact. Nod your head as you understand points or events the customer is relating to you.
5. Never lie or mislead the customer.
6. Take notes.
7. Listen closely to the complaint. Try to perceive the problem from the customers point of view. DO NOT ARGUE or interrupt. Give him/her time to explain the problem completely.
8. After the customer completes their story ask questions if needed. "Do you have the bill with you?" "Did the warning light come on?" Make sure you completely understand exactly what the customer perceived took place and when it happened.
9. Always keep an open mind. We are all human and do make mistakes.

Try and determine what needs to be done to resolve the problem and act accordingly.
Ask the customer what it is that they would like us to do.
If the problem is a minor one handle it then and there on the spot. If it is something that will require the insurance company to be brought in contact your supervisor and let him know then follow the instruction below.

1. Print a customer history.
2. Completely fill out a customer comeback report. Do not be afraid to go into detail.
3. Fax a copy of all documents to Wayne Birdsong and to Tim Gilmore (Ins. Company) be sure to include whether we agree or disagree with the claim.

Always keep the customer informed as to what is being done to resolve the problem. If we have decided to turn it over to the insurance you can give them a copy of the letter with the phone number or just give them the 1-800 number to contact someone there.