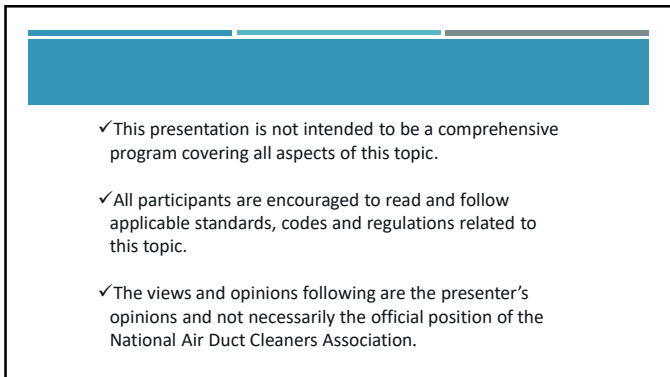




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DAMAGE CONTROL

APOLOGIZE WHEN THINGS GO WRONG
 No business is perfect all the time and mistakes may be made.
 Listen, apologize and do what you can to fix it!

New Mexico State University
 Sodexo Company sign

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DAMAGE CONTROL

Mastering Damage Control

Understand your customers

There isn't a one-size-fits-all solution for [handling customer complaints](#)—even irate customers don't all want the same thing. Some want a refund, while others care more about an apology. The right response will depend on the type of customer and the specific situation.

Some types of customers you might encounter include:

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DAMAGE CONTROL

Mastering Damage Control

- Angry customers:** They often feel they've been wronged and want to express themselves, so let them speak without interrupting. Listen to the problem, try to understand what went wrong, and search for a solution.
- Impatient customers:** They want things done at their own pace, which is usually at breakneck speed. Reassure them by letting them know you're trying to resolve their issue as fast as possible.
- Vague customers:** They don't provide many details and may even say a lot without saying enough. Ask probing questions to pull out the information you need. You can also clarify their statements by saying, "Just so I'm clear," and repeating what they said to you.

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DAMAGE CONTROL

Mastering Damage Control

- **Demanding customers:** They aren't easily satisfied and expect more than you can give. Apologize for the inconvenience they experience and try to resolve their problem quickly.
- **Challenging customers:** They usually have fixed opinions and might want to tell you how to do your job. Suggest solutions but don't force your advice on the customer.

Customers may fall into one, two, or even three of these buckets. Knowing how to identify which type of customer you're dealing with can help you serve them better.

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DAMAGE CONTROL

Mastering Damage Control

Respond as soon as you can!

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DAMAGE CONTROL

Mastering Damage Control

Don't get defensive

- Set your attitude right.
Your customer is upset and is in a mood to be confrontational!
- Be empathetic!
Keep your cool!
- Do not judge the customer
Keep your opinions personal!

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DAMAGE CONTROL

Mastering Damage Control

Take Ownership

First instinct is defect blame and distance yourself from the mistake.

Actions to take:

1. Listen to the customer's concerns.
1. Avoid blaming the customer.
2. Minimize their embarrassment if possible.
3. Refocus on a solution.

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DAMAGE CONTROL

Mastering Damage Control

Layout exactly how you're going to make it right

Set clear next steps.

You often won't be able to solve your angry customer's problem right away. When that happens, it becomes even more critical to communicate exactly how your team will fix their issue and what to expect.

One best practice is to walk customers through a roadmap of how you plan to solve their problems. This roadmap includes:

- What you'll do for them right away
- What comes after that
- When they can expect a follow-up or resolution

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DAMAGE CONTROL

Mastering Damage Control

Over Communicate

- Apologize for any inconvenience
- Explain what may have caused the issue
- Propose an actionable, detailed solution
- Explain how you can improve the customer's experience in the future
- Encourage customer response

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DAMAGE CONTROL

Mastering Damage Control

Follow Through!!

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DAMAGE CONTROL

Mastering Damage Control

Sometimes, customers simply aren't going to like what you offer. While it might be tough to hear the criticism, listening to an upset customer can be a valuable learning experience.

The fix: When customers come to you with complaints about your products or services, take note of what they're suggesting could be better. This can help inform growth decisions and ensure you're always working to improve.

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DAMAGE CONTROL

Mastering Damage Control

Skills/Tools

- Employee training
- Surveys/feedback
- Setting clear expectations

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DAMAGE CONTROL

Accident Description	Net Paid
Cleaned air ducts at the claimant's residence. It's alleged that the cleaning crew caused a fire in the air handler during the cleaning process.	\$9,587.00
Cleaned air ducts at the claimant's residence. It's alleged that the cleaning crew damaged the air ducts during the cleaning process.	\$747.00
Cleaned air ducts at the claimant's residence. It's alleged that the cleaning crew allowed dust to spread through out the house door during the cleaning process.	\$2,200.00
Cleaned air ducts at the claimant's residence. It's alleged that the cleaning crew damaged the air handler during the cleaning process.	\$7,000.00
performed an air duct cleaning at the claimant's residence. It's alleged that the cleaning crew damaged the AC compressor during the cleaning process.	\$0.00
Cleaned air ducts at the claimant's residence. It's alleged that the cleaning crew damaged a door in the laundry room during the cleaning process.	\$500.00

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DAMAGE CONTROL

Learning Opportunity

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DAMAGE CONTROL


Learning Opportunity



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DAMAGE CONTROL


Learning Opportunity



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DAMAGE CONTROL


Learning Opportunity



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DAMAGE CONTROL


Learning Opportunity



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DAMAGE CONTROL


Learning Opportunity



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DAMAGE CONTROL

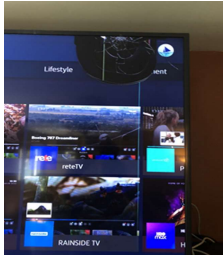
Learning Opportunity



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DAMAGE CONTROL


Learning Opportunity



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DAMAGE CONTROL


Learning Opportunity



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DAMAGE CONTROL

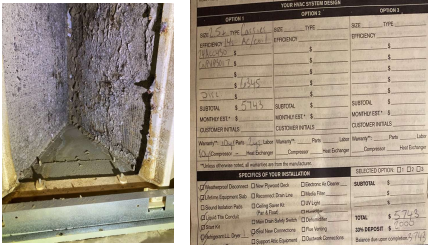
Learning Opportunity



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DAMAGE CONTROL

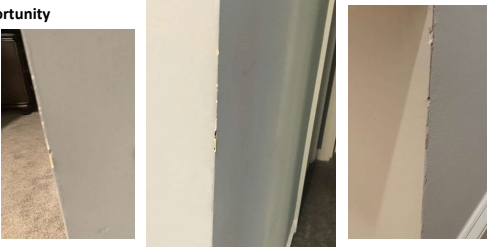
Learning Opportunity



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DAMAGE CONTROL

Learning Opportunity




The first photograph shows a corner where a wall panel meets a floor, with some debris and a gap. The second photograph shows a vertical trim piece with a jagged, broken edge. The third photograph shows a similar trim piece with a clean, finished edge for comparison.

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DAMAGE CONTROL

Learning Opportunity




The first photograph shows a wall with a large, irregular hole and peeling paint. The second photograph shows a white air vent cover that is partially broken and missing a section. The third photograph shows a similar air vent cover that is intact and properly installed.

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DAMAGE CONTROL

Learning Opportunity



The first photograph shows a close-up of mold growing on a wall in a crawlspace. The second photograph shows a large area of mold and debris on the floor of a crawlspace. The third photograph shows a close-up of mold growing along the edge of a wall.

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Questions?



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PRESENTER CONTACT INFORMATION

- Drew McLaughlin
- drewmac1014@gmail.com
- 614-506-8162

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Thank You for Participating!

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