# Steps to Handling Customer Complaints

Customer complaints are unavoidable in service industries. Wait staff and restaurant owners do not want to deal with unhappy customers. However, it provides a chance for the service provider to fix an issue.  This ensures that the customer has the best experience possible. Do not look to avoid a challenging situation as it is [commonplace to hear a complaint](https://orders2.me/restaurant-customer-complaints/) in restaurant dialogue.

will allow you to hear constructive feedback and earn a second chance to win the customer back. Despite those unavoidable situations, the key is how to react. Here are four suggestions on how to handle customer complaints.

### **1. A complaint in restaurant dialogue – Listen and pay attention**

The first thing that is necessary to do when you receive a customer complaint is to listen. The customer is concerned about an aspect of the service, and you need to figure out what happened. Something was missing in the order, the food wasn’t cooked properly or it took an extremely long time to receive the meal… Listening carefully and understanding the issue is the first step to handling customer complaints. This is pertinent to determining how to solve it.

### **Empathize and apologize for the situation.**

Once you understand the issue, empathize with the customer to validate their concerns. This creates a bond between you and the customer knowing that you will do everything in your power to correct the situation. Apologize for the issue even if it is not your fault. Because you are serving or working with the customer, you are representing the restaurant and the brand. It is your face that they see.

### **Offer and execute a solution to the complaint in restaurant dialogue**

Next, offer a solution to the customer. If you need time to talk to your manager, let the customer know that you will discuss it with your team. Always offer solutions that can be done as opposed to resolutions that are impossible. Keep in mind that there is always room for handling complaints. If the customer asks for a resolution that cannot be done, focus on finding something that will meet the same need. Do not instantly deny the request.

If the customer is unhappy with the solution that has been provided, think about other options that could be done to remedy the situation. It’s important that the customer sees that you are working with them to satisfy their needs.

### **4. Follow-up and thank your customer for their business.**

Once you have gone through all of the steps above, make sure to follow-up with your customer to [ensure that they are satisfied](https://orders2.me/good-restaurant-review/) with the solution. You’ve done everything in your power to make it right and address the concerns. Thank the customer for bringing the situation to your attention and for the opportunity to resolve it. Let the customer know that you appreciate their business and that you look forward to seeing them again. Even if you had to offer an alternate solution to what the customer proposed, the customer will leave the experience knowing that their concern was addressed in the best possible way.

When you respect your customers, listen to them, empathize, and work with them to meet their needs. Do not be afraid of a complaint in restaurant dialogue It only benefits you and your business in a positive way. There are many restaurants and food service options in today’s market. It’s extremely important to show your high-quality service and why it sets you apart. Customer complaints handling ends up being an excellent marketing tactic. The adage rings true – treat others how you want to be treated and you will reap the rewards.