

RAINMAKER! TOOLS & RESOURCES

TOP FIVE STEPS FOR SERVICE RECOVERY

1. **RESPOND IMMEDIATELY** – Assume ownership and take action *right away*. The customer notices.
2. **APOLOGIZE** – Sincerely express your regret.
3. **RELATE WITH RESPECT** – Listen intently and demonstrate genuine empathy for the customer's situation.
4. **FIX THE ISSUE** – Ask the customer what they most want to happen and then do everything possible to fix it.
5. **GO THE EXTRA MILE** – Give extra information, follow up in a personal way, or give something that is seen as valuable.

