

Sample Resource

Customer Complaint Handling Script

A simple customer workflow for acknowledging concerns, gathering facts, setting next steps, and closing the loop professionally.

Purpose

Use this script when a customer is frustrated, disappointed, confused, or asking for escalation. The goal is to slow the situation down, show ownership, understand the issue, and define the next responsible action.

Conversation Flow

Step	Say / Do	Outcome
1. Acknowledge	Thank you for telling us. I understand why that would be frustrating.	Customer feels heard before problem-solving begins.
2. Clarify	Can I confirm what happened and what result you expected?	Facts are separated from assumptions.
3. Own next step	Here is what I am going to do next, and when you will hear from me.	Customer knows the path forward.
4. Document	Record issue, customer impact, owner, deadline, and promised follow-up.	There is a clear internal record.
5. Close loop	Confirm what was resolved and ask if anything remains open.	The issue ends cleanly.

Issue Record

Field	Response
Customer	
Issue summary	
Impact	
Owner	
Promised follow-up date	
Resolution	

Escalation Rule

Escalate quickly
If the issue involves safety, legal exposure, payment dispute, repeated service failure, or a customer threatening public action, notify the owner or manager immediately.