

## SERVICE CRITICISMS

1. **General.** Service criticisms are defined and practices for handling them are covered in separate routines. From discussions of that material with your supervisor, you should carry in mind at all times a clear working knowledge of what constitutes a criticism or commendation. When it is obvious that the customer is complaining of, or is reporting, dissatisfaction only on one call or with one occurrence, it is within your field to try to give satisfaction. If in your judgment this seems inadvisable because of the nature of the condition, if he specifically asks for some one in authority, or if it appears that his remarks deal with a more general condition, refer the matter to your supervisor.
2. **Calling party reports unsatisfactory service.**
  - a. When a customer reports unsatisfactory service or questions a report but does not ask to be connected with some one in higher authority, if you believe that you can give satisfaction by completing the call or by other action within your power, try to do so at once. Acknowledge the report suitably, as for example "I'm sorry you were kept waiting," "I'm sorry your number hasn't answered yet," or "I'm sorry you reached a wrong number." Then either advise the customer that you are correcting the unsatisfactory condition or ask if you may try to do so now, depending on the nature of the difficulty and the context of the conversation. If you have difficulty handling the situation, ask your supervisor for assistance.
  - b. When the case involves discussion, however, or it appears that the customer's account of the occurrence will interfere with your work on other calls, offer to connect him with the supervisor, saying for example, "Will you speak to my supervisor, please? I'll connect you," or "If you will tell my supervisor she will take care of it for you. I'll connect you." If you think the call should be referred to the supervisor but are not sure the customer desires it, ask "Shall I give you my supervisor?" and proceed as directed.
  - c. In connection with a service difficulty, if the customer asks for the supervisor, chief operator, or some one in authority, refer the case to your supervisor, first informing her concerning it. If, however, the call is by name, establish connection with the desired line. Postpone any attempt you may have started or intended to start to establish connection on an earlier order from the customer. If your supervisor is delayed and the customer shows impatience, ask if you may help him or if you may have the supervisor call him as soon as she is free. If he agrees, secure and make a note of his name and telephone number and give them, together with any information you may have on the nature of the complaint, to your supervisor as soon as you reach her.
  - d. When the customer asks for the manager or wishes to talk to a man in connection with a service difficulty, establish connection at once to the man designated to receive such calls, meanwhile notifying your supervisor of the situation so that she will be in a position to talk to the customer in case of delay and will be informed regarding the case when the manager requests her assistance. In establishing such a connection, use split cord operation if you are not certain that a man will answer the telephone you are reaching, so that a man will be the next party the customer deals with.
3. **Recall by supervisor or chief operator.** Answer the signal as soon as possible and proceed according to the supervisor's or chief operator's directions.
  - a. Split the connection if requested to do so, in order that the directions given you may not be overheard.

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**SERVICE CRITICISMS—Continued**

**3. Continued**

- b. If the supervisor or chief operator asks to be connected to a number, hold her line on the back cord of another pair and reach the desired station with that pair, meanwhile holding the customer on the original back cord. If you are later directed to connect the customer with that number, establish connection.
- c. If you are directed to connect the customer with a specific line or trunk without testing, do so.

**4. Commendations.** If a customer comments favorably regarding the handling of a particular call or regarding the service in general, acknowledge his remark suitably, saying for example, "Thank you, sir," "You're welcome," or "I'm glad I could get them for you." Give your supervisor the details of the comment unless it is evident that the remark was obviously casual.

Connect the customer with the supervisor only when he requests you to do so, or states that he wishes to speak to her or to some one else in authority.

**5. Supervisor's note.** The prompt, careful, satisfactory handling and recording of service criticisms is one of the most important functions of a supervisor. To prepare yourself to perform this work well, you must be familiar with the material dealing with service criticisms in separate routines as well as with the details of the practice regarding service difficulties. By your use of knowledge, tact, courtesy, and personal interest, you can do much to relieve the customer's ill-feeling when he has an unsatisfactory experience, clarify the situation for him, and frequently win a friend for the Company. Therefore, use the material on customer contacts and the other sections of the practice to the best of your ability so that you will be able to dispose of each customer contact as satisfactorily as possible from the customer's standpoint.