

Stop Yelling At Me

A Sprout Marketing Webinar featuring Rommel Anacan

Rommel's Step-by-Step 'HEERO' Plan to Handle Complaints

- **HELP: Make sure you look and sound like you want to help, even if you don't feel like helping.**
 - Your body language matters, so be mindful of it.
 - Ask if it's okay if you grab a piece of paper and a pen so that you can take notes to be sure you get all the details correct. Even if you're taking the complaint over the phone, tell them that you are doing it.
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- **ENGAGE: "Mike, I'm so sorry to hear about this. Tell me what happened."**

- Remember to Stop, collaborate, and listen!
- When you listen, give cues that you're listening.
 - Take notes
 - Nod your head
 - Eye contact
- YOUR Goal:
 - Know the story
 - Know what your resident wants from you

"What do you think is a fair resolution?"

"How could we help you feel better about the situation?"

- What You DON'T Need To Do:
 - Interrupt
 - Correct
 - Defend
 - Explain
 - Fix
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- **EMPATHIZE: Acknowledge and honor the resident's experience.**

- **When you show empathy, it will make your job easier**

- “Julie, I just want to say that I’m so sorry that this happened to you.”
 - “I can definitely see why you’re very frustrated with us.”
 - “If I were you, I’d be angry too!”
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- **RECAP: Tell them what they told you.**

- This reassures them that you were listening, understand what happened, and understand what they want.
 - “John, if I understand you correctly you’re upset because your kitchen sink has been leaking for the past week; we told you we’d have that fixed for you; it hasn’t been fixed you and you want know when it would be fixed. You also also want a rent credit for your trouble. Does that sound right?”
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- **OFFER SOLUTIONS: Try to create a win-win situation.**

- Remember, this is not a battle, there are no “winners” or “losers”.
- **When you can offer what the resident is asking for:**
 - “Thank you for letting me know... and I’m sorry”
 - Say what you’re going to do as a result of the conversation:
 - “We are able to replace the faucet in your kitchen sink.”
 - “I’ll be sure that we talk to the team about this.”
- **If the person wants something that you can’t resolve immediately, need approval on, or if you just need some time to review:**
 - “Julie, what I need to do is review your situation in greater detail. That could take a little time; although my goal is to get back to you with some answer or update by the end of the day. How does that sound?”
 - “While you’re here (or while I have you on the phone) is there anything else that you’d like to share with me?”
 - When you have an answer or solution, be sure to get back to them when you said you would.
- **If the person wants something that you know you will not be able to do, don’t just immediately say “no!”.**

- “Julie, what I need to do is review your situation in greater detail. That could take a little time; although my goal is to get back to you with some answer or update by the end of the day. How does that sound?”
 - “I wanted to let you know that in my experience, I don’t often see that being approved but I will do my best.”
 - “ If I can’t get you _____, what would be the minimum?”
 - “Michael, I can’t offer you the one month free rent, however I can offer you a 3 day rent credit and we’ll replace the thermostat and living room blinds that you mentioned.”
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Always end strong!

“We really do strive to provide exemplary service, and I am sorry that in your case we’ve fallen short. Thank you again for your patience and understanding.”