



Service Recovery Skills: How to Feel at Ease When You Receive a Complaint

Objectives	Service recovery skills help you respond to complaints with greater ease and in a way that helps you preserve and even improve the relationship.
Overview (outline)	Unresolved complaints can result in negative word of mouth, adverse publicity and malpractice suits. People have three choices in their relationships and these choices might be defined as exit, voice and loyalty. Many people prefer to “vote with their feet” rather than make an issue of something. Don Herold wrote, “Doctors think a lot of patients are cured who have simply quit in disgust.” Using voice, or complaining about something is the person’s way of saying, “I need your help.” How you and your colleagues handle that expression of unhappiness will have a lot to do with whether the patient chooses to remain loyal, or will seek care elsewhere.
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