

## Customer Service Recovery: What to say when a mistake has been made

### Acknowledge

Acknowledge the upset customer's feelings.

- *I can see why you'd be upset.*
- *I would be frustrated, too.*
- *I can hear that you are annoyed.*



### Apologize

Apologize for the experience or error

If there is no real error, apologize for their experience:

- *I'm sorry you are angry*
- *I'm sorry this is causing you so much trouble*

If a customer service error has been made by you or by OCDE:

- *I'm sorry this happened*
- *Please accept my apologies*

**There is no need to explain why the error occurred. It sounds defensive and in many cases can make a situation worse.**



### Fix

If something can be done to fix the problem, tell the customer what you are prepared to do

- *I will walk this PR over to purchasing myself and will ask them to process it right now.*
- *To make sure that you have spoken to someone about your child, I will call you back tomorrow to see if there is anything else I can do to help.*

If nothing can be done to fix the problem, or if further statements may make the matter worse, simply repeat the apology.