

Services marketing

Business



Teacher Other ways the firm could have responded to the complaint The other ways the firm could have responded to the complaint in the letter, is by avoiding the blame on the employees in the process of apologizing to the customer. True the customer was inconvenienced but the company will not be redeemed by putting its employees' down. For example, Qantas would have instead mentioned a "lapses in service" which it will thoroughly look at so that similar incident will not happen again. This would have sounded better without blaming and demoralizing the employees which does not reflect well for the company. In the letter, the firm put the blame on its crew such as in the phrase "were lacking of initiative regarding their performances. As a result of this investigation I would like to address number of reasons for mistakes". This does not look well for the company because it generalizes that all staffs are incompetent due to the lack of initiative. Second, Qantas should have assumed responsibility of the inconvenience instead of passing it to someone else. Doing so would make Qantas appear professional and responsible. . Acknowledged of such lapse in policy and its action to look for ways to address customer's complaint in the future sounds professional. This acknowledges the problem without blaming anyone and more importantly, that Qantas will be doing something about it. This is a better approach than passing the blame to regulatory agencies or by citing company policies.

The mention of the need of training for employees makes the employees look incompetent, insensitive and invites more complaint from the customer and this should have been avoided in the letter. This is present in the phrase "To prevent re-occurrences we have set a verification procedure and we also implemented a regular training to all crewmembers, which will ensure

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they have accessible to responsibilities and improving their customer's service skills". Qantas should have responded that " we will step up our capabilities to satisfy customer expectations". This implies training without making the employees look incompetent.

In the third paragraph, Qantas should have been completed by citing concrete acts by the company that will pacify the customer. For example, it can be written as " To show the good will " probably provide rebate" or even a free ticket to the customer's destination" as an act to maintain the goodwill of the customer and to compensate for all the trouble caused. This would also serve as compensatory measures to the any inconveniences caused to the customer and an attempt to retain the goodwill of the customer.