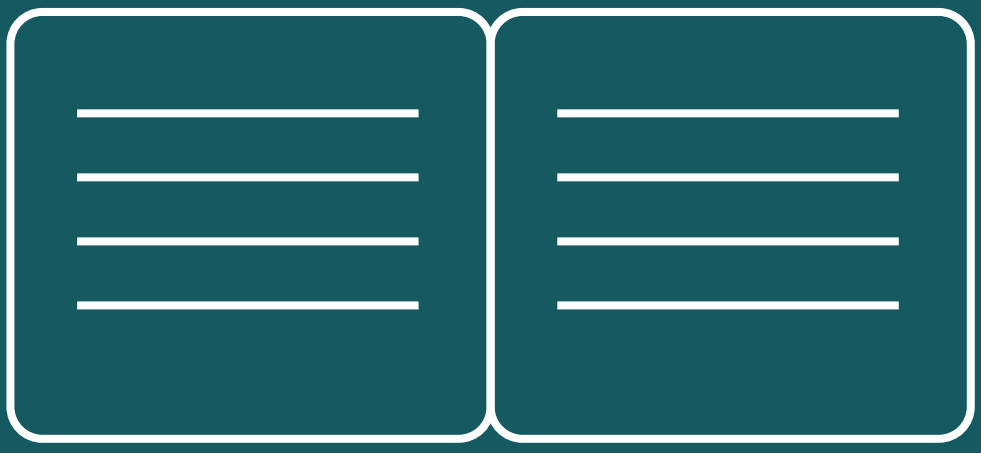
BOOKCHOWK / PRACTICAL MINI BOOKS

The Customer Complaint Desk

A small-business workbook for clear replies and reliable follow-through



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10 focused pages + editable companion | 29 October 2026

One useful result

A small-business workbook for clear replies and reliable follow-through. Work through one lesson at a time, then use the three printable worksheets on a real, low-stakes situation.

Your route through this mini book

1. Find the issue beneath the message

2. Acknowledge without inventing facts

3. Offer a remedy you can deliver

4. Close the loop and improve the process

Read the lesson, compare the worked example and complete the action. Pages 7-9 are writing sheets; page 10 helps you review the result. The editable Markdown companion contains the same prompts for reuse in a notes app.

For personal learning. Examples are fictional; adapt the worksheets to your situation.

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Find the issue beneath the message

A frustrated customer may describe several events at once. Read the entire message, then separate the purchased service, the problem reported and the outcome requested. Record the customer’s words without adding a motive. Check the relevant order or booking before promising a remedy. If the customer needs an immediate operational answer, tell them what you can verify now and when you will return with the rest. Avoid copying private order details into a public reply.

Worked example

A customer says the transfer was late and the whole holiday was ruined. Your record distinguishes the confirmed pickup time, the actual arrival time, their reported experience and their request for an explanation. This lets you investigate without arguing about their feelings.

Try it now

Rewrite a fictional complaint in three lines: what was expected, what reportedly happened and what the customer wants.

NOTICE → CHOOSE → TRY → REVIEW