



# Handling Optical Complaints Effectively

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Why are complaints handling so important?

Simple reason :

Profitability of the optical store depends upon efficient complain handling

A satisfied customer brings in more customers.

## Essential Elements Needed to Handle Complains

1. Enjoy it
2. Embrace it
3. Keep patience
4. Do not loose temper
5. Do not hide yourself, face it
6. Be understanding
7. No haste & hesitation
8. Discuss with your senior or experts

*Use it as opportunity to establish a relation with the complaining customer*

## Sequential Steps

1. Positive Attitude
2. Listen, Listen & Listen
3. Check Records
4. Know the past habits
5. Systemically evaluate the spectacle
6. Provide Solution

# Positive Attitude

- Technical skill is needed, more important is your attitude.
- If your attitude stinks, your patient will be unhappy, no matter what you do.
- Be concerned, be positive and be apologetic.
- First thing you should do is to look at the patient and listen to what he says.
- Try and defuse the tense moment by replying in your most calm and concerned voice.
- Assure him for your positive response to make the spectacle to his satisfaction.

*Remember! your first few words in response to a complaint make all the difference to the outcome - often a simple*

# Listen, Listen & Listen

## Listen No 1

No matter what you think of what the complaining customer is saying, since he has come with complain, he is probably upset. So let him speak out all his grievances. Don't interrupt.

*Let your eyes speak that you are listening.*

## Listen No 2

The second listen for him is to relay the nature of his problem to you. Unless he speaks out his problem completely, you can't even think out the way to resolve it.

## Listen No 3

- Most important.
- Listen and discuss to discover a resolution to the situation.
- Never cut off by saying “Yes I understand” or No, you are wrong.”
- Sometimes it is possible that what the patient is stating may not be what he is saying.
- Try and drag out the actual problem from his long non stopping talk.
- Put a thought on all points he is pointing out.

*Most of the time he will give you clues that will save your time.*

## Check Records

Make sure that

- Power is made as recorded
- Frame is supplied as recorded
- Lens is supplied as recorded
- All measurements were taken into care

## Know the Past Habits

Ask the information about previous spectacle:

1. Old Frame Type
2. Old Lens Type
3. Old Power
4. Fitting of old spectacle
5. Old Multifocal Height
6. Old IPD
7. Old Lens Material and Design

## Systemically Evaluate the Spectacle

Evaluations of spectacle should be done in following order of sequence:

1. Put the new spectacle on the face and observe fitting
2. Check the near and the distance vision with glasses on.
3. Take out the spectacle and check the lens power
4. Compare both the above with that of old spectacle to know the difference
5. Check optical centre of the lens and match with IPD
6. Check base curve of the lens and match with old spectacle

## For Multifocal following additional steps:

1. Check segment horizontal position
2. Check the segment vertical height
3. Make complete comparative study with previous spectacle

## For Progressive Addition Lenses, follow following sequence:

1. Restore ink marking using respective LAYOUT card
2. Put the new spectacle on the face
3. Check fitting cross alignment both vertical & horizontal
4. Observe fitting of spectacle
5. Check the near and the distance vision with glasses on.
6. Take out the spectacle and check the lens power
7. Distance power at distance reference circle
8. Near addition – verify with engraved LASER marks
9. Make complete comparative study with previous spectacle

## Provide Solution

- Listen the nature of his problem as explained by the customer
- Try and understand what he intends to say
- Do not go by his words only, he may not be able to say exactly
- Analyze putting a thought on all gathered information
- Think out a solution in your mind
- Before proposing solution, understand what could satisfy the complaining customer
- Propose the solution

*Cardinal Rule for proposing solution:*

Maximize customer benefits with minimum company's loss

What if you do find anything wrong with the glasses?

Occasionally this does happen.

If you have shown concern to the patient's problem and he has seen that you have done the thorough evaluation, then most of the time he will accept that glasses.

Explain to him that he may acclimate to the glasses if more time is given. Otherwise you can recheck up your eyes with your optometrist.

Assure him that you will surely be ready for all assistance. Of course experience will enable you to offer more concrete solution.

# Nightmare

One problem follows another

## *Result*

Eventually the customer runs out of patience

## *Best Action*

- Try to be as humble, even if you find it difficult to be.
- Be in touch with the customer either over phone or otherwise
- Keep him informed about the status of his spectacle
- Keep apologizing and take all blames on your shoulder
- Do not make any excuse

If the customer decides to vent his anger on you, stay cool and calm, polite and courteous. Do not take personally

Give him room to decide and ask him what will make him happy.

Look at the options like:

- Temporary pair
- Trial pair
- Home delivery
- Following with the prescribing doctor

Remember one satisfied customer will bring you 100 new customer over the period of time.

AND

A repeat customer is a greatest gift you give to yourself, your company and to your superior.

That's All...