

**Question 16** (5 marks)

- (a) Outline procedures for handling client complaints.

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Staying calm is one way to handle client complaints. Listen to the client and don't use body language to show that you are not interested. Apologise for the problem but do not blame ~~any~~ anybody. Try to offer solutions.

- (b) Describe strategies that can enhance the delivery of quality customer service.

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Strategies that can enhance quality customer service is by establishing rapport, listening specifically for their needs and listening to the feedback given. Establishing rapport and listening to their needs (not telling them that a product is what they need) is important as it can make the customer feel that their needs are addressed. Listening to the feedback means that the ~~procedures that~~ service provided can be improved.