

10 when it goes wrong

Print or fill in.

Form 10: when it goes wrong

Best answered by: the owner, or whoever fields complaints **Time:** 20 minutes **Fills:** service/complaints-and-callbacks.md

The most useful form here for improving the business, and the one people are most tempted to answer diplomatically. Answer it honestly. Nobody outside sees it.

Completed by: _____ · Date: _____

What goes wrong most

What happens	How often	Usual cause	What you do about it

How you find out

How does a complaint reach you? Phone, email, in person, a review, or through someone else?

How long before it reaches somebody who can actually do something?

Who deals with it

Who responds?

Who can authorize putting it right, and up to what value without asking?

What you do

Walk through what happens from complaint to resolution.

1. 2. 3. 4.

How quickly do you aim to respond first?

What you will do to fix things

Redo the work, refund, partial credit, replace, something else?

Where is the limit? What will you not do?

Callbacks and warranty

What counts as covered, and what is chargeable?

Who decides?

Roughly how often do you go back to a finished {{THE_WORK}}?

What you changed

Anything you actually changed because of a complaint. This is the most valuable question on the form. If the answer is nothing, that is worth knowing too.

What still bothers you

Recurring problems you have not solved. Naming them is not failure.

The worst one

The complaint that stuck with you. What happened, what you did, and what you would do differently. Nobody outside sees this, and it is usually where the most useful lesson in the business is sitting.