

Damage Control





Presenter



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Disclaimer

This presentation is not intended to be a comprehensive program covering all aspects of this topic. All technicians are encouraged to read and follow all applicable standards, codes and regulations related to this topic.

- ✓ It is the responsibility of each individual contractor to follow local building codes and licensing requirements and to work safely in accordance with OSHA guidelines.
- ✓ It is the contractor's responsibility to take proper precautions on each project to prevent cross contamination. Always take the health and safety of the building occupants into consideration before you conduct any cleaning procedures.
- ✓ All of the following tips are only general tips. They do not cover every situation and it is your responsibility to adapt these tips to the individual system you are working on.
- ✓ The Instructor is not responsible in any way for the work you perform after viewing this slide show. You are responsible for your own work.
- ✓ The views and opinions following are the instructor's opinions and not necessarily the official position of the National Air Duct Cleaners Association.



Damage Control

APOLOGIZE WHEN THINGS GO WRONG

No business is perfect all the time and mistakes may be made.
Listen, apologize and do what you can to fix it.

New Mexico State University
Sodexo Company sign



Damage Control

Mastering Damage Control

Understand your customers

There isn't a one-size-fits-all solution for handling customer complaints—even irate customers don't all want the same thing. Some want a refund, while others care more about an apology. The right response will depend on the type of customer and the specific situation.

Some types of customers you might encounter include:



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- **Angry customers:** They often feel they've been wronged and want to express themselves, so let them speak without interrupting. Listen to the problem, try to understand what went wrong, and search for a solution.
- **Impatient customers:** They want things done at their own pace, which is usually at breakneck speed. Reassure them by letting them know you're trying to resolve their issue as fast as possible.
- **Vague customers:** They don't provide many details and may even say a lot without saying enough. Ask probing questions to pull out the information you need. You can also clarify their statements by saying, "Just so I'm clear," and repeating what they said to you.



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- **Demanding customers:** They aren't easily satisfied and expect more than you can give. Apologize for the inconvenience they experience and try to resolve their problem quickly.
- **Challenging customers:** They usually have fixed opinions and might want to tell you how to do your job. Suggest solutions but don't force your advice on the customer.

Customers may fall into one, two, or even three of these buckets. Knowing how to identify which type of customer you're dealing with can help you serve them better.



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Respond as soon as you can



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Don't get defensive

- Set your attitude right.

Your customer is upset and is in a mood to be confrontational!

- Be empathetic!

Keep your cool!

- Do not judge the customer.

Keep your opinions to yourself!



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Take Ownership

First instinct is defect blame and distance yourself from the mistake!

Actions to take:

1. Listen to the customers concerns.
1. Avoid blaming the customer.
2. Minimize their embarrassment, if possible.
3. Refocus on a solution.



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Layout exactly how you're going to make it right.

Set clear next steps.

You often won't be able to solve your angry customer's problem right away. When that happens, it becomes even more critical to communicate exactly how your team will fix their issue and what to expect.

One best practice is to walk customers through a roadmap of how you plan to solve their problems. This roadmap includes:

- **What you'll do for them right away.**
- **What comes after that.**
- **When they can expect a follow-up or resolution.**



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Over Communicate

- Apologize for any inconvenience.
- Explain what may have caused the issue.
- Propose an actionable, detailed solution.
- Explain how you can improve the customer's experience in the future.
- Encourage customer response.



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Follow Through!!



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Sometimes, customers simply aren't going to like what you offer. While it might be tough to hear the criticism, listening to an upset customer can be a valuable learning experience.

The fix: When customers come to you with complaints about your products or services, take note of what they're suggesting could be better. This can help inform growth decisions and ensure you're always working to improve.



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Skills/Tools

- **Employee Training**
- **Surveys/Feedback**
- **Setting Clear Expectations**

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Accident Description	Net Paid
was cleaning air ducts at the claimant's residence. It's alleged that the cleaning crew caused a fire in the air handler during the cleaning process.	\$9,587.00
cleaned air ducts at the claimant's residence. It's alleged that the cleaning crew damaged the air ducts during the cleaning process.	\$747.00
cleaned air ducts at the claimant's residence. It's alleged that the cleaning crew allowed dust to spread though out the house door during the cleaning process.	\$2,200.00
cleaned air ducts at the claimant's residence. It's alleged that the cleaning crew damaged the air handler during the cleaning process.	\$7,000.00
performed an air duct cleaning at the claimant's residence. It's alleged that the cleaning crew damaged the AC compressor during the cleaning process.	\$0.00
cleaned air ducts at the claimant's residence. It's alleged that the cleaning crew damaged a door in the laundry room during the cleaning process.	\$500.00



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Learning Opportunity



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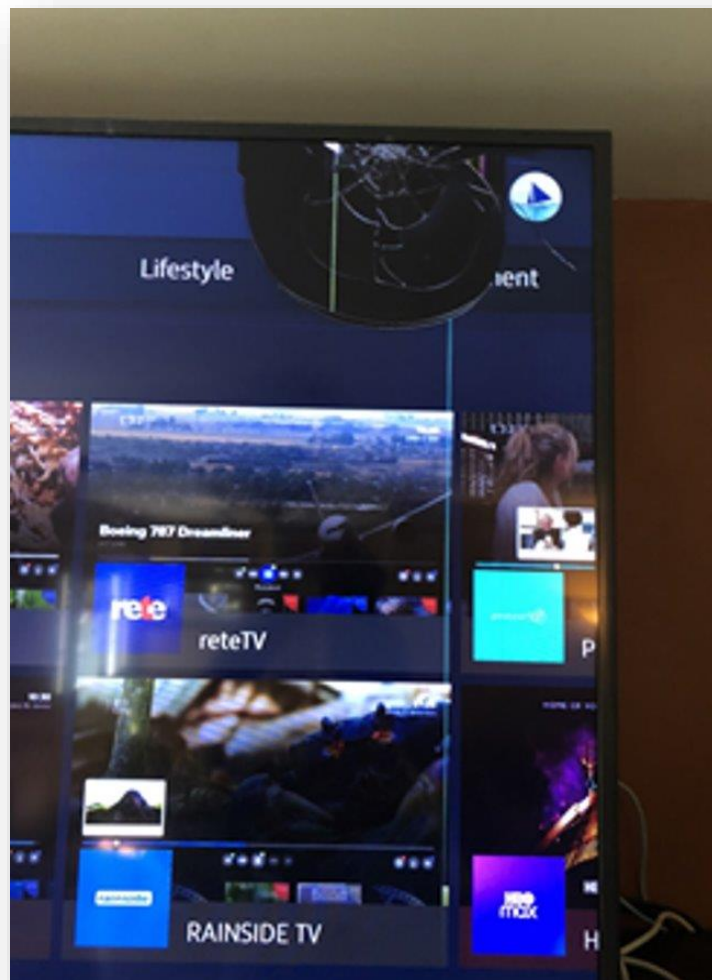
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HOME PHONE: 443 510 1210

YOUR HVAC SYSTEM DESIGN

OPTION 1		OPTION 2		OPTION 3	
SIZE <u>2.5</u>	TYPE <u>Cassies</u>	SIZE _____	TYPE _____	SIZE _____	TYPE _____
EFFICIENCY <u>14s. AC/coil</u>		EFFICIENCY _____		EFFICIENCY _____	
<u>24AC0430</u>	\$ _____	\$ _____		\$ _____	
<u>CAVP3017</u>	\$ _____	\$ _____		\$ _____	
	\$ _____	\$ _____		\$ _____	
	\$ <u>6345</u>	\$ _____		\$ _____	
<u>DIC</u>	\$ _____	\$ _____		\$ _____	
SUBTOTAL	\$ <u>5743</u>	SUBTOTAL	\$ _____	SUBTOTAL	\$ _____
MONTHLY EST.*	\$ _____	MONTHLY EST.*	\$ _____	MONTHLY EST.*	\$ _____
CUSTOMER INITIALS	_____	CUSTOMER INITIALS	_____	CUSTOMER INITIALS	_____
Warranty**:	<u>10y</u> Parts <u>2y</u> Labor	Warranty**:	_____ Parts _____ Labor	Warranty**:	_____ Parts _____ Labor
<u>10y</u> Compressor - Heat Exchanger		_____ Compressor _____ Heat Exchanger		_____ Compressor _____ Heat Exchanger	

**Unless otherwise noted, all warranties are from the manufacturer.

SPECIFICS OF YOUR INSTALLATION

<input checked="" type="checkbox"/> Weatherproof Disconnect	<input type="checkbox"/> New Plywood Deck	<input type="checkbox"/> Electronic Air Cleaner _____
<input checked="" type="checkbox"/> Lifetime Equipment Slab	<input type="checkbox"/> Reconnect Drain Line	<input type="checkbox"/> Media Filter _____
<input type="checkbox"/> Sound Isolation Pads	<input type="checkbox"/> Ceiling Saver Kit (Pan & Float)	<input type="checkbox"/> UV Light _____
<input checked="" type="checkbox"/> Liquid Tite Conduit	<input type="checkbox"/> Main Drain Safety Switch	<input type="checkbox"/> Humidifier _____
<input checked="" type="checkbox"/> Start Kit	<input type="checkbox"/> Seal New Connections	<input type="checkbox"/> Dehumidifier _____
<input checked="" type="checkbox"/> Refrigerant L.L. Dryer <u>1</u>	<input type="checkbox"/> Support Attic Equipment	<input type="checkbox"/> Flue Venting _____
<input checked="" type="checkbox"/> Refrigerant Pipe	<input type="checkbox"/> Support Attic Equipment	<input type="checkbox"/> Ductwork Connections _____
		<input type="checkbox"/> Fuel Piping _____

SELECTED OPTION: 1 2 3

SUBTOTAL \$ _____

TOTAL \$ 5743

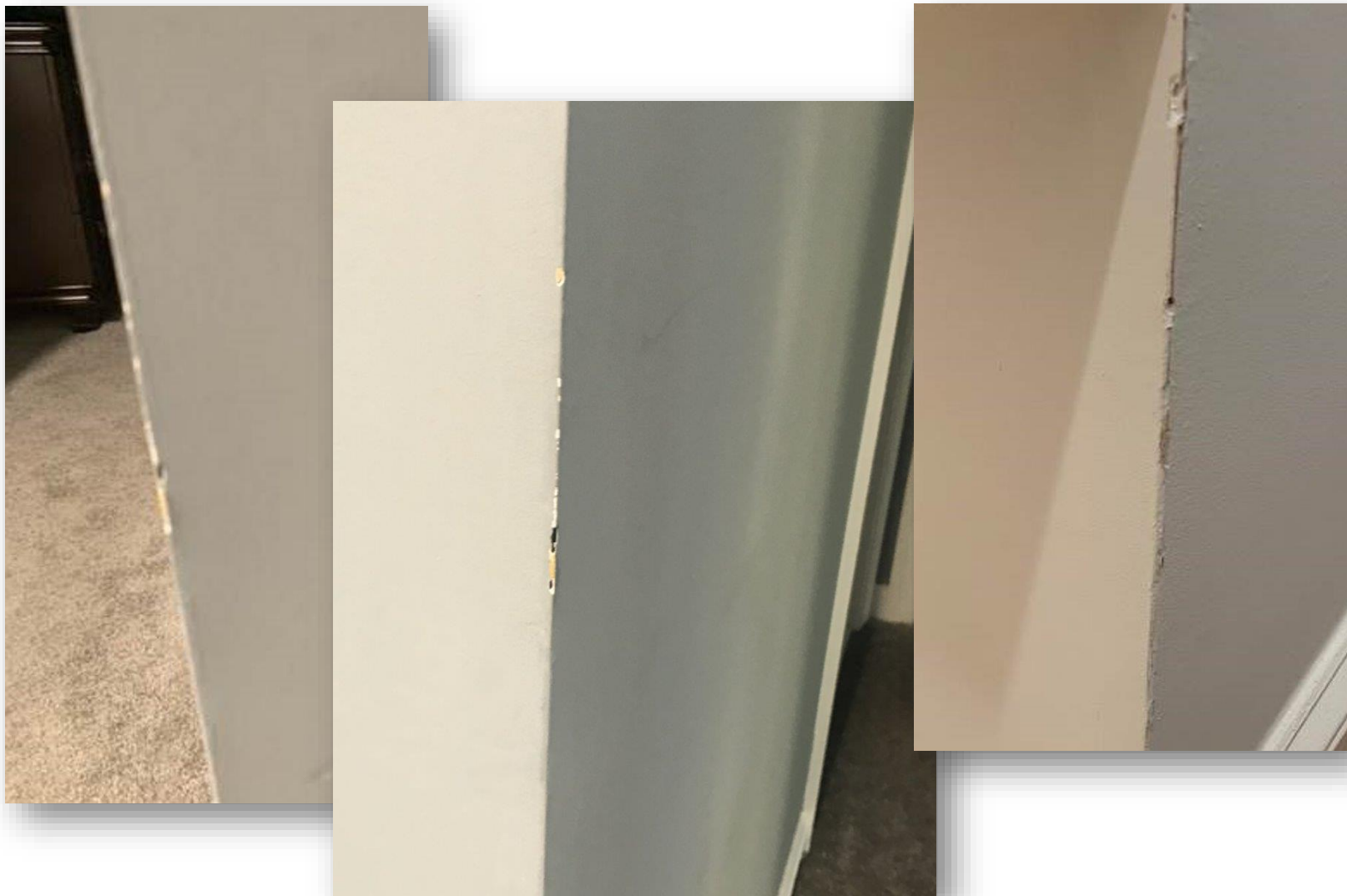
33% DEPOSIT \$ 2000

Balance due upon completion: 3743



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Presenter Contact Information

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Thank you
for
Participating!

