



# Extraordinary Service Card Sort Exercise

# Bad Customer Service



**“I’ll give you an  
alternate number  
to call.”**

This is a training exercise – this may not be your company policy,  
and you should comply with your own policy when dealing with customers



**“Sorry they’re at  
lunch, can you call  
back?”**

This is a training exercise – this may not be your company policy,  
and you should comply with your own policy when dealing with customers



**“I can’t help you,  
you bought it from  
another of our  
stores.”**

This is a training exercise – this may not be your company policy,  
and you should comply with your own policy when dealing with customers



**“I’m not qualified in dealing with this.”**

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**“You should have called before you showed up!”**

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“I’m sorry there’s no reservation for you”

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and you should comply with your own policy when dealing with customers





**“Our system has no record of you”**

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**“We’re not open,  
it’s not nine yet.”**

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and you should comply with your own policy when dealing with customers



“You’ve reached  
the wrong  
department.”

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# “You’ve not read the instructions?”

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**“There’s an hour long  
wait for food and the  
chef’s shift ends in an  
hour”**

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**“I can’t assist you if  
you speak to me  
like that!”**

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**“If you look outside  
it’s snowing, so we  
are unlikely to  
deliver”**

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# Ordinary Customer Service



**“I’ll email the  
department. I can take  
your number and ask  
them to call you”**

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**“Joe’s at lunch, I’ll take  
a message and get him  
to call you”**

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# “I’ll refund you”

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**“I’ll find someone  
to help who knows  
more about this”**

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**“I’ll check if  
someone’s  
available to help  
you.”**

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**“I’m apologize for the error, I’ll check if there’s another room available.”**

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**“Our system has no record of you. Let me take your details again.”**

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**“We’ll be a few  
more minutes  
before we can  
open.”**

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“You’re through to ‘X’ department, the best people to help you would be ‘Y’ department.”

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**“If you have the instructions to hand, I’ll talk you through them.”**

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**“A large party has just ordered so I’m sorry but there’s an hour long wait for food.”**

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**“Please don’t speak to me like that, ma’am. It’s difficult to help if you are shouting at me”**

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**“The weather is causing delivery problems at the moment.”**

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# Extraordinary Customer Service





**“The best person to help you is my coworker in Customer Services. Will you hold while I connect you, or would you prefer that I get someone to call you back?”**

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**“Joe’s unavailable right now. I can look into this for you or would you prefer me to get Joe to call you back when he is back at his desk?”**

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**“I’m sorry this item isn’t working as you’ve only just bought it. As it’s under warranty I can offer you a replacement, a refund or a credit voucher\*\*. I will make sure that we feed this back to the manufacturer.”**

**\*\* Your company policy/national consumer law applies**

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**“I’m very familiar with this device, let me have a look at it for you.**

**I can see that the outer case has been removed and there has been an attempt to alter the settings.**

**This has invalidated the warranty. I can ask one of our engineers if it can be repaired, and if it can how long it would take and how much it would cost.”\*\***

**\*\* Your company policy/national consumer law applies**

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“I’m sorry this item is now out of stock, it’s been very popular and there were only a limited number in each store. I know you’ve travelled from X and you tried to order by phone.

As a regular customer here’s a voucher for our Café while I check to see if there is any further availability with this product.”\*\*

\*\* Your company policy/national consumer law applies

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**“I am sorry Mr and Mrs X your room is not available for you. I know you’ve had a long journey, let me show you to the restaurant and get you some complimentary drinks while you wait.”\*\***

**\*\* Your company policy/national consumer law applies**

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**“I have checked our system and can’t find a record for you. It may be that some details have been taken down incorrectly. Let me get you a seat and we can go through the information together to make sure our records are correct and up to date.”**

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**“Give me a moment to turn off the alarm and I’ll let you in. Unfortunately the checkouts are set centrally and can’t be used before nine, but feel free to look around. I can handwrite a receipt if you are in a hurry to get away.\*\*”**

**\*\* Your company policy/national consumer law applies**

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**“I want to make sure we give you the correct information, so my coworkers in technical support are the best people to help you.**

**Would you like to hold while I connect you?**

**I’ll explain to them what you’ve told me, and then hand you over to them. Please wait on the line for me.”**

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“I’m sorry the instructions were missing, and once we’ve finished I’ll make sure a copy is emailed to you or sent in the post. In the meantime, let me go to the machine you’ve bought and I’ll be able to talk you set up with the machine in front of me.”

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**“I’m sorry but there’s an hours wait for food because a large party has just placed a big order. Can I get you some drinks, bread and olives while you wait?”**

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**“First of all let me apologize for you being given the wrong information and not being able to resolve this issue.**

**I can understand that you are angry and frustrated.**

**My name is X, and I'd like to sort this out for you, I'm going to do everything I can to help you.”**

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**“I’m sorry on this occasion the heavy snow does seem to be getting the better of us. How long will your heating oil last?”**

**We are prioritizing emergency deliveries to the elderly, the sick and those with children under two. Based on current forecasts I would expect you to receive a delivery on X. Let me take your number and we’ll let you know when we are able to deliver”\*\***

**\*\* Your company policy/national consumer law applies**

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