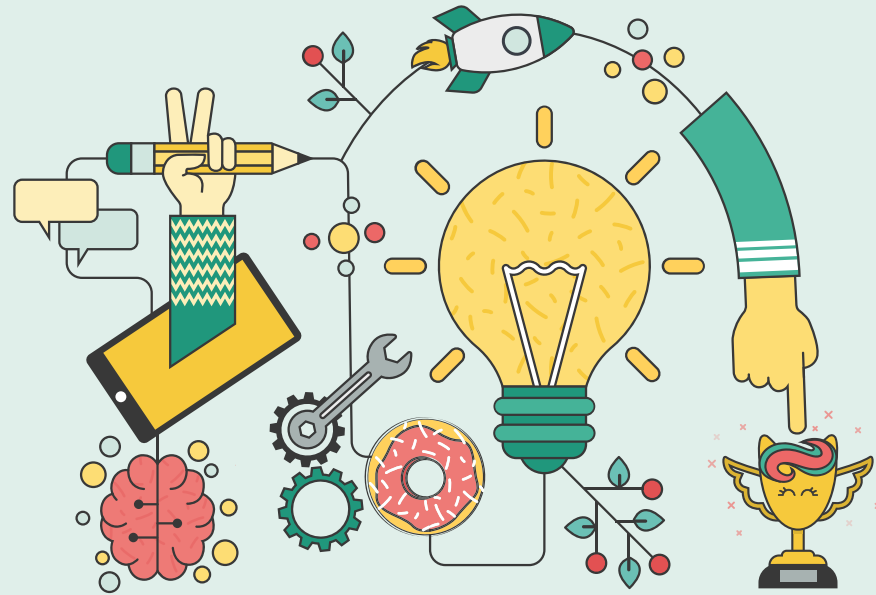


A TOOL INSPIRED BY

Le parcours
DE LA **GRANDE**
JOURNÉE



The Project **FACTORY**

STEP 4. PLAN ACTIVITIES

Customer service



Sales and customer service

Having a good product is great, but you need to have the customer service to match!
Has bad customer service ever stopped you from buying something you really wanted?
Was it because of an unfriendly or unwelcoming employee? Or a confusing, unintuitive website?

Give an example of a bad customer service experience you've had by filling out the table below:

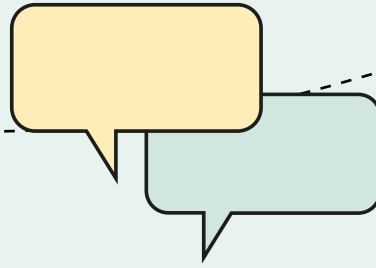
Company	What happened?	What didn't you like?	How did you handle it?	What would you have liked to happen?

What if things go south?

Projects are all about finding solutions to problems and difficulties that arise.
See if you can come up with a few solutions to the problems below.

Think about other possible scenarios and add them at the bottom of the list.

PROBLEM	SOLUTION
There's not enough traffic on your fundraiser page.	
You can't seem to raise the amount you need for the project.	
Your thank-you product is too fragile.	
Your inventory is running low because the product is selling too fast or you didn't plan enough.	
A supporter lives too far away and you can't deliver their thank-you product.	
Your inbox is overflowing with questions and you're having trouble staying on top of it.	
You got an email from a supporter who did not receive the thank-you product they ordered.	



Customer complaints

At The Project Factory, our supporters are our customers. Unfortunately, sometimes customers are unhappy with their purchase. Here are some tips to keep in mind:

- Be polite and keep a positive attitude when talking to them. You don't want it to turn into a negative experience.
- Regardless of the complaint, apologize upfront to de-escalate the situation.
- Empathize with the customer and show them you understand their dissatisfaction.
- Listen to the customer. See if their complaint is founded and use it to improve your product or service.
- Ask questions to better understand the problem.
- If an apology is not enough, offer a refund, an exchange, a discount or a gift.



Write down your experiences,

what you have learned and what you will do differently next time.

Give an example of a bad customer service experience by filling out the table below:

Type of complaint	How we handled it	What we will do differently

Whether or not you meet your project or sales goal, don't let setbacks get you down!
There is always a solution, so keep at it and enjoy this enriching experience!