

# The Service Recovery Protocol

A handled complaint produces more loyalty than no complaint at all. The 4-step response turns a dissatisfied client into your most vocal advocate.

**STEP 01 · ACKNOWLEDGE (WITHIN 2 HOURS)**

92“Thank you for telling me — I take this seriously and I want to make it right.”

**STEP 02 · INVESTIGATE (DON'T REACT)**

92Get the full picture privately. What happened? What did they expect? What do they need?

**STEP 03 · OFFER A CLEAR RESOLUTION**

92Redo, credit, or refund — your choice based on severity. Never make them ask. State the offer first.

**STEP 04 · FOLLOW UP AFTER THE FIX**

92One message 3–5 days after the fix: “Hi [Name], just checking in — how are you feeling about everything now?”

*Never respond to a complaint in a public review thread with details. Acknowledge publicly. Resolve privately.*