

What to say when calling unhappy clients



As you review [your loyalty survey results](#), you'll want to reach out to clients who left you a low score or provided a negative comment.

When calling unhappy clients in hopes of saving that relationship, several situations may arise depending on why they are upset.

Below, we walk through handling these scenarios.

When you made a mistake

The client may be referencing a specific incident that you can address by calling them. Follow through to ensure future calls and messages from clients don't slip through the cracks.

What to say:

- *Hi, [Client name]! How have you been?*
- *I am calling to say thank you for responding to the latest survey I sent you. You are completely correct, and I appreciate your candid feedback.*
- *We fixed the issue [provide additional detail].*
- *Please reach out if you ever need help or have any additional feedback. I'm just a [call, text or email] away.*

When they mention price

You may feel powerless when a client is unhappy about price because you don't control the rates. But clients are much more understanding when they expect an increase or know why the price has gone up. When calling unhappy clients who mention price, explain why the rates increased and assure them you will continue to look for better rates. Follow up by updating them on rate changes in the future.

What to say:

- *Hi, [Client name]! I appreciated your response to the survey. Your feedback is helping us improve.*
- *I wanted to follow up and let you know that your rates went up because of [reason].*
- *We've set up an alert on your account to notify you ahead of time if rates change again, so you can understand why and if there's anything we can do about it.*
- *Thanks for trusting us with your insurance needs. Do you have any questions for me about your policy?*

When they mention lack of communication

Clients respond this way when they expect to hear from you more frequently. Calling the client lets them know you will work to fix the issue and is a great starting point. Follow through by creating a communications strategy for your agency that allows you to stay in touch with your clients on a regular basis. When asking about life changes, take notes and make a point to follow up later.

What to say:

- *Hi, [Client name]! I appreciated your response to the survey. Your feedback is helping us improve.*
- *I apologize for the lack of communication on my part and want to thank you for bringing this to my attention. I will make sure you hear from me more often.*
- *Do you have a few minutes to catch up? How have you been? Have there been any changes in your life we should discuss? And how can I help?*

When they don't provide a comment

If the client doesn't provide a reason for their negative score, it's your goal to figure out why they are upset. After thanking them for their honesty, ask them if they can give you some insight into why they gave you a low score.

What to say:

- *Hi, [Client name]! Thanks for responding to the latest survey we sent you. I appreciate that you took the time to leave us feedback.*
- *The only way we can improve is by listening to our clients. Would you mind filling me in on why you gave us that particular score? [OR] I noticed you gave an "x" score. What can we do to earn a 10 next time?*
- *I want to make sure we fix what we aren't doing well and take better care of you.*

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