



Glad > Sure > Sorry tool

Handle any feedback positively and with confidence using MGI's Glad > Sure > Sorry tool

Consistent use of positive language when dealing with feedback, complaints and criticism is key and can have a transformative effect with customers and colleagues, building stronger relationships and reinstating trust and confidence in our abilities to find solutions together. During our customer service training programmes, many of our learners tell us that their tipping point for really understanding the power of MGI's Mindset, Language & Actions Toolkit occurred when they tried our Glad > Sure > Sorry tool for the first time.

Responding to any complaint, criticism or feedback using the three steps of Glad > Sure > Sorry in the way we detail below will build confidence and capability for anyone on the frontline of customer service. Even using it in its most simple format: "I'm so glad you have told me about this, I am sure we can find a way forward together and, I am very sorry it has happened" immediately defuses any situation and significantly improves customer feedback and complaint scenarios. It demonstrates that the organisation takes complaints and feedback seriously and focuses everyone on finding solutions and a way forward to resolve the situation. This is how it works:

An overview of **Glad > Sure > Sorry**

'Glad' is about appreciation and acknowledgement. Welcoming the complaint or feedback shows the other person you are 'glad' that they have mentioned the issue and demonstrates your openness to complaints or any level of criticism or comment. It's an opportunity to show your appreciation that they have taken time to raise their concerns and ask for help as well as positively reinforcing their behaviour so they will feel comfortable to do so again in the future.

'Sure' is about taking action and rebuilding confidence and trust. Stating the action you will take demonstrates your commitment to personally helping the customer to find a way forward so that you can forge a plan with certainty. It shows your confidence in your ability to help the other person while demonstrating you have taken the complaint seriously and taken ownership for finding a solution for them. Finally, this personal commitment from you to act swiftly helps to rebuild the customer's confidence and trust in you and the organisation.

'Sorry' reflects either an apology or empathy. If we or the organisation have made a mistake that has impacted someone else, we should always apologise. Sometimes an apology is essential to calm emotions and empathy can help when emotions are high. It is sensible to take a moment to consider whether an apology is needed as in some cases it is not required or appropriate. In all cases, it's important to set realistic expectations and focus the other person back onto what can be done and what is possible, and then to move forward with that action as quickly as possible.



Finally, the three elements of Glad > Sure > Sorry can be used in any order and the words can be replaced with suitable alternatives. It is sometimes appropriate to use only some of the elements. If using just one, it should be 'Sure' to demonstrate commitment to finding a solution.

“Thanks very much for sharing your observations. I am certain we can work together to find a good way forward and I’m so sorry to hear you are disappointed.”

Please get in touch to hear how MGI’s Mindset, Language & Actions Toolkit can empower customer service teams with all the tools they need to excel at handling feedback and complaints.

To find out more about how we can help you to achieve your goals for successful, long-lasting training through our Mindset, Language & Actions Toolkit, or to book a chat with us, you can:

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