

DANNY O'MALIA

—  *Indy's Trusted Servant*

Joe O'Malia's Instructions on Handling Complaints: 1975

"To err is human. To fix it superbly is DIVINE!" Pg. 191 - **SATISFACTION**

1. Don't ever give the job to someone who's name's not O'Malia
2. Don't ever give the job to someone who can't handle the problem.
3. YOU do it as long as possible (through October '06!)
4. Goal—2 Compliments to 1 complaint (ended up 3-1!)
5. RETURN ALL CALLS UNBELIEVABLY FAST!!
6. DO'T TAKE IT PERSONALLY!! (not about you—about them!)
7. LISTEN! Let them vent.
8. Ask questions as needed.
9. EMPATHIZE!
10. FOLLOW UP! ALL THE WAY!
11. Above all, look at each complaint as an OPPORTUNITY to make lemonade out of lemons! It'll make them an even BETTER customer (maybe an ADVOCATE).