[Business name] customer complaint form

Something went wrong, and we want to put it right. Tell us what happened and what you would like us to do. Hand this form to [a member of staff, the front desk], post it to [address] or email it to [email address].

What happens next

We read every complaint form within [two working days].

If you ask us to contact you, [name or team] will reply within [five working days] to tell you what we will do.

Prefer to talk now? Call [phone number] on [days and times].

1. About you

Your name

Phone number

Email address

Best way to reach you: [ ] Phone [ ] Email [ ] Either

2. Your order or visit

Date of the order, visit or service

Order number, receipt number or booking name, if you have one

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Where it happened (shop, branch, website or your address)

What is it about? [ ] Product or order [ ] Service or visit [ ] Billing or price [ ] Delivery or timing [ ] Our staff [ ] Something else

3. What happened

Tell us what happened, in your own words. Dates, times and names help us look into it (for example: the mug arrived cracked on October 6, and the box was not damaged).

Have you already spoken to us about this? If so, who did you talk to, and when?

4. What would put this right?

[ ] Refund [ ] Replacement or repair [ ] Redo the service [ ] An explanation [ ] Something else

Tell us more, if you like

5. Copies of receipts or photos

Attach copies of anything that helps, such as a receipt, an invoice or a photo of the problem. Please keep the originals. [ ] I have attached copies [ ] Nothing to attach

6. Can we contact you?

May we contact you about this complaint? [ ] Yes, please contact me [ ] No, I only want to let you know

Your signature and today's date

For office use

Received on: _____ Logged by: _____ Category: _____

Handled by: _____ Replied on: _____

Action taken: _____

Closed on: _____

Copy this into the complaint log: date received, customer, category, what happened, outcome wanted, handled by, action taken and closed date.

For the person who handles complaints

Read this before you hand the form out.

- Fill in every [square bracket]: your business name, where the form goes, the phone number and the reply times you can keep.
- Promise only the reply times your team can meet. A late reply turns one complaint into two.
- Write the date you received each form on it, and log it in the complaint log the same day.
- Reply to everyone who ticked "Yes, please contact me". Say what you found, what you will do and when. If you cannot give the outcome they asked for, say why and offer what you can.
- Do not argue on paper or on the phone. Thank them, repeat back what happened, and ask what would put it right.
- Write down what you promised and when, so anyone who picks the complaint up can keep it.
- File the forms in one place with the complaint log, and keep only what you need to settle each one.
- Once a month, read the complaint log's Summary tab. Fix the category that keeps coming up.

The category and outcome words

The tick boxes in sections 2 and 4 match the Category and Outcome wanted columns in the complaint log, so the log can count complaints by category. If you change a word here, change it in the log's Lists tab too.

A standard to read further

ISO 10002:2018, Quality management, Customer satisfaction, Guidelines for complaints handling in organizations, is the international standard on handling complaints. It is sold by ISO and national standards bodies.

Want to take complaints online? The post at hornetforms.com/blog/customer-complaint-form shows how to turn these questions into a form with photo uploads, a confirmation email to the customer, and a new row in Google Sheets or a Slack message for each complaint.