

# COMPLAINTS

DISCUSSION  
QUESTIONS



# A2

1. What is a complaint?
2. Have you ever made a complaint? Why?
3. How do you feel when you complain?
4. What are common reasons for complaints in shops?
5. How do people make complaints?
6. What should you say when you make a complaint?
7. How should a company handle a complaint?
8. What is good customer service?
9. Have you ever received a bad product or service?
10. What would you do if someone complained to you?
11. How can you be polite when making a complaint?
12. What should you not do when complaining?
13. Have you seen someone make a complaint?
14. What are some solutions for a complaint?
15. Why is it important to listen to complaints?
16. How do complaints help companies?
17. What is a warranty or guarantee?
18. Can you complain by email or phone?
19. What is a refund?
20. How do you feel when your complaint is solved?

# B1

1. What are the steps to make a formal complaint?
2. How can complaints lead to improvements?
3. What role does language play in making complaints?
4. Discuss a time when you had a complaint handled well.
5. How do cultural differences affect complaints?
6. What is the difference between a complaint and feedback?
7. How can companies learn from customer complaints?
8. Discuss the importance of tone and word choice in complaints.
9. What are some challenges in handling complaints?
10. How do online reviews affect businesses?
11. What rights do consumers have regarding complaints?
12. How does technology help in managing complaints?
13. Discuss the impact of social media on company complaints.
14. What are some strategies for resolving complaints?
15. How can a company turn a complaint into a positive experience?
16. What is the role of a customer service representative?
17. How do you deal with an angry customer?
18. Discuss the importance of empathy in handling complaints.
19. What are the effects of unresolved complaints?
20. How can companies proactively reduce customer complaints?

# B2

1. Analyze the psychology behind customer complaints.
2. Discuss the relationship between customer satisfaction and loyalty.
3. How do companies track and analyze complaints?
4. Analyze the legal aspects of consumer complaints.
5. Discuss the ethics of handling customer complaints.
6. How can companies balance policy with customer satisfaction?
7. Analyze the impact of customer service on a company's reputation.
8. Discuss strategies for de-escalating tense situations in complaints.
9. How do cultural differences impact complaint resolution?
10. Analyze the role of customer feedback in product development.
11. Discuss the impact of globalization on customer service standards.
12. How can companies ensure fairness in handling complaints?
13. Analyze the impact of training in complaint resolution.
14. Discuss the role of automation and AI in handling complaints.
15. How do language barriers affect complaint resolution?
16. Analyze the impact of customer expectations on complaint handling.
17. Discuss the challenges of online complaint management.
18. How can a company recover from a major service failure?
19. Analyze the role of leadership in a customer-focused culture.
20. Discuss the future trends in customer service and complaint handling.

# C1/C2

1. Evaluate the role of customer service in building brand loyalty.
2. Discuss the impact of cultural norms on customer service strategies.
3. Analyze the role of customer service in crisis management.
4. Evaluate the effectiveness of different communication channels in resolving complaints.
5. Discuss the challenges of maintaining customer service standards across different regions.
6. Analyze the role of customer service in e-commerce.
7. Discuss the impact of regulatory bodies on customer service practices.
8. Evaluate the role of customer data in improving service experiences.
9. Discuss the ethical considerations in automated complaint handling systems.
10. Analyze the relationship between customer service and overall business strategy.
11. Critique the impact of customer service on corporate image and public perception.
12. Analyze the interplay between customer service policies and consumer rights.
13. Discuss the role of customer service in competitive differentiation.
14. Evaluate the long-term impact of customer service innovations on consumer behavior.
15. Analyze the influence of global market trends on customer service expectations.
16. Discuss the implications of cross-cultural communication in global customer service.
17. Evaluate the effectiveness of omni-channel strategies in complaint management.