

Dealing with Difficult Customers

Overview:

Difficult customers can make life impossible. The workplace and customer service environments are inhabited by a wide variety of people and it can sometimes be difficult to get on with them as well as get on with your work. However, by understanding difficult people and the things they do, problematic situations and awkward issues can be resolved.

Customers have every right to complain when work is left incomplete or not done in a competent manner. All truly professional customer service people quickly respond to a customer complaint as a top priority. In doing so they keep the customer satisfied as well as save time and money.

After completing this course, participants will know how to:

- Appreciate the importance of customer service
- Develop customer service skills and building rapport
- Exceed customer expectations
- Understand customer dissatisfaction and address customer issues or concerns
- Effectively manage angry or frustrated customers
- Manage personal stress and frustration
- Identify effective and ineffective communication

Designed for: This course is suitable for all staff members.

Duration: 1 day

Content:

Understanding service

- Service success
- Characteristics of successful customer service representatives
- Customer relations scale
- Four basic needs of customers
- Quality customer service model
- The customer service model

Telephone customer service

- Attitude is your key to success
- Strengths of the telephone
- Some telephone frustration
- Telephone success

Emotional Intelligence

- The science and nature of EI
- Identifying your own level of EI and personal style
- The role of emotions in customer service
- The impact of EI on customer outcomes
- Taking responsibility for your emotionally charged responses
- Using emotions as the 'content' to make better decisions
- Listening and communicating thoughts and feelings more effectively

Managing difficult customers

- Dealing with difficult customers
- Reading your customer's behaviour
- Positive language
- Managing aggressive behaviour
- Assertive behaviour
- Managing challenging customer calls
- Sorry, Glad, Sure
- Allowing customers to vent
- Problem solving steps – resolving the issues
- Process for closing difficult calls - when is it appropriate to close a difficult call

Managing customers' complaints

- The rationale of complaints
- Common complaints
- Strategies for managing customer complaints
- Satisfying customers – dealing with complaints

Understanding customer conflict

- Conflict questionnaire
- Naming conflict
- Causes of customer conflict
- Sensing conflict
- Stages of conflict
- Understanding differences

Strategies for managing customer conflict

- Handling conflict
- Approaches to conflict
- Hurting and helping responses to conflict
- Conflict flow - negative
- Conflict flow - positive

Taking care of yourself

- Your stress signs
- Staying energised
- Your stress release ideas
- Teamwork
- Where to go for support?

Role play

Actions



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