

Defusing Difficult & Demanding Customers

LENGTH: One Day

Course Outline

Performance Problems:

- Customer complaint rates are increasing
- Customers aren't coming back for repeat business
- Customers complain about the treatment and the level of service they receive
- Service people aren't thinking outside the box to solve customer problems
- Customer service representatives are feeling more stress and pressure
- Service people view demanding customers as impositions, not opportunities
- Service people come across as curt or terse to difficult customers
- Service people are afraid to deal with demanding customers and give away too much

Customer Service Training Solutions:

- Defuse difficult and demanding customers more successfully
- Handle angry and emotional customers more effectively
- Increase customer loyalty by resolving complaints faster
- Decrease the number of lost customers due to the perception of poor service
- Transform customer conflict into customer cooperation
- Reduce the stress level of customer service employees
- Better anticipate upset customer emotional needs and expectations
- Understand our communication style from the eyes of the upset customer to reduce misperceptions
- Respond to unreasonable demands and emotions with phrases that calm people down
- Use stress and pressure coping strategies that keep us from blowing our cool
- React diplomatically even to the most demanding and difficult customer
- Tactfully handle the most difficult customers
- Deliver bad news without overly upsetting or alienating the customer
- Make customers feel they're receiving top level service even when you can't deliver everything they want
- Help customers realize when they're wrong and come up with a solution that allows them to save face
- Turn around difficult customer behavior

Defusing Difficult & Demanding Customers Training Course Outline:

I. Meeting Customer Expectations

1. 4 Steps to delivering world-class customer service
 2. Customer's service perceptions affect their emotions
 3. Personalities also affect customer reactions
-

II. Assertive Customer Service & Communication Techniques

1. Customer personality strengths & weaknesses
2. Service personality strengths & weaknesses
3. Styles of interpersonal communication: Aggressive, Passive, and Assertive
4. Assertive communication methods to end arguments

III. Handling the Angry and Difficult Customers

1. Defusing Emotional Manipulators
2. Handling loud & abrasive customers
3. Dealing with explosive & intimidating customers
4. Placating Prima Donna customers
5. Work with the chronic complainer customers

IV. Defusing Emotional Situations

1. Process to defuse emotions
2. The keys to exceeding customer expectations
3. Fixing things when they go wrong
4. Keep service breakdowns from becoming emotional

V. Improved Interpersonal Skills

1. Improve your listening skills
 2. Handling angry customers on the telephone
 3. Helping the customer when they are in the wrong
 4. Stay calm and in control of your emotions
-