

Defusing Difficult & Demanding Customers

Customer Service

Length: 1 Day

Summary: Learn how to handle problem customers who's difficult and demanding ways challenge customer service representatives at all levels. This customer service course develops skills and techniques to provide quality service to difficult customers.

COURSE CONTENT

IDENTIFY 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
- Customer service representatives are feeling more stress and pressure
- Service people view demanding customers as impositions, not opportunities
- Service people come across as short to difficult customers
- Service people are afraid to deal with demanding customers

IDENTIFY 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
- Anticipate upset customer emotional needs and expectations

- Understand 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

MEETING CUSTOMER EXPECTATIONS

- Customer's service perceptions affect their emotions
- Personalities also affect customer reactions

ASSERTIVE CUSTOMER SERVICE

- Customer personality strengths & weaknesses
- Service personality strengths & weaknesses