



Handling a Difficult Customer

GLOBAL COURSEWARE

Getting Started

You can develop skills to adapt to the challenges difficult customers pose.

By improving the focus of your thoughts and feelings you will be better able to meet the challenges other people pose.

Workshop Objectives



- Cultivate a positive attitude
- Manage internal and external stress
- Develop abilities to listen actively and empathize
- Build rapport with customers
- Understand the diverse challenges
- Develop strategies to adapt to challenging circumstances

A black and white photograph showing the silhouette of a person from behind, with their arms raised high in the air. The person is standing on a beach or near a body of water, with a cloudy sky in the background. A thin white horizontal line is positioned across the middle of the image, passing behind the person's arms.

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*Keep your face always towards the sunshine – and shadows
will fall behind you.*

Walt Whitman

MODULE TWO

The Right Attitude Starts With You

Keeping a positive mental attitude in the face of difficulty isn't easy. According to psychologists, our brains seem to be hardwired to focus on the negative, as studies have shown.



Be Grateful

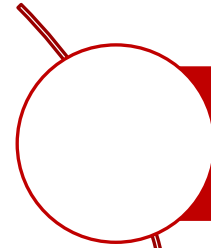
It's natural and easy to focus on the negative things that happen in our lives.

Make Gratitude a Habit

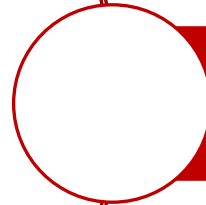
- Use a reminder
- Follow a routine
- Reward yourself



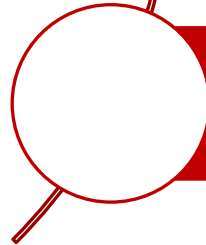
Keep Your Body Healthy



Never exercise beyond your capabilities



Drink plenty of water



Vary your routine

Invoke Inner Peace

Cultivating positive thinking is also a process of invoking inner peace.



Practical Illustration



- Be Grateful
- Make Gratitude a Habit
- Keep Your Body Healthy
- Invoke Inner Peace

Module Two: Review Questions

1. Which of the following advocates keeping a gratitude journal?

A. Barack Obama

B. James Franco

C. Miley Cyrus

D. Oprah Winfrey

Module Two: Review Questions

2. According to scientists, keeping a gratitude journal every day increases what?

A. Your sense of judgment

B. Your sense of wellbeing

C. Your understanding of what is not working in your life

D. Your religious beliefs

Module Two: Review Questions

3. Which of the following is helpful in developing a habit?

A. Using a reminder

B. Having a routine

C. Rewarding yourself

D. All of the above

Module Two: Review Questions

4. What is the average amount of time to make a habit automatic?

A. Two days

B. Two weeks

C. Two months

D. None of the above

Module Two: Review Questions

5. Which of the following is Not an aspect of a good exercise routine?

A. Strength training

B. Speed training

C. Balance training

D. Flexibility training

Module Two: Review Questions

6. Which of the following is Not a good time to exercise?

A. When you wake up

B. After lunch

C. In the early afternoon

D. Right before bed

Module Two: Review Questions

7. Meditating as little as ___ minutes a day can help invoke inner peace.

A. 2

B. 10

C. 30

D. 60

Module Two: Review Questions

8. Writing about an intensely positive experience for ___ consecutive days still contributed to positive moods three months later.

A. Ten

B. Six

C. Three

D. Fifteen

Module Two: Review Questions

9. Our brains are hardwired to think positive thoughts.

A. True

B. False

Module Two: Review Questions

10. Sustaining a positive outlook requires _____.

A. Support from others

B. Consistent practice

C. A and B

D. Neither A nor B



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*Knowing your own darkness is the best method for dealing with
the darkness's of other people.*

Carl Jung

MODULE THREE

Stress Management (Internal Stressors)

Life is dynamic and constantly changing. This simple fact creates emotional, mental, and physical stress.



Irritability

- Listen to self-talk
- Counter negative thoughts
- Time out

Unhappiness With Your Job

Frustration with your job is an emotional cue that something isn't working.





Feeling Underappreciated

Celebrate successes

Listen to upbeat music

Appreciate humor

Not Well Rested

- Don't force sleep
- Avoid late meals
- Meditate
- Take a hot bath



Practical Illustration



- Irritability
- Unhappiness With Your Job
- Feeling Underappreciated
- Not Well Rested

Module Three: Review Questions

1. Which of the following statements about stress is true?

A. Stressful situations can bring out our best

B. Stress is always avoidable

C. There are three types of stress: marginal, normal, and “help! I’m dying here”

D. There are two types of stress: interpersonal and extracurricular

Module Three: Review Questions

2. Emotions are intrinsically _____.

A. Bad because they destroy our ability to reason

B. Avoidable because we can train ourselves to be robots

C. Good because they provide important information

D. Irrational because they always distort reality

Module Three: Review Questions

3. Which emotion is a sign that what you're doing isn't working?

A. Enthusiasm

B. Frustration

C. Tenacity

D. Confidence

Module Three: Review Questions

4. Which is a specific strategy for counteracting frustration?

A. Quitting

B. Practice

C. Exercise

D. Reframe

Module Three: Review Questions

5. Dejection, depression, and disappointment are examples of what class of emotions?

A. Red emotions because they involve high arousal

B. Blue emotions because they involve low arousal

C. Yellow emotions because they involve fight or flight

D. Green emotions because they lead to jealousy

Module Three: Review Questions

6. Which of the following is a strategy for inducing high performance emotions?

A. Listening to slow music

B. Slowing down your self-talk

C. Ignoring successes

D. Listening to, and telling jokes

Module Three: Review Questions

7. Which of the following is not a good strategy for getting to sleep?

A. Exercising thirty minutes before you go to bed

B. Going to bed and waking up at the same time each day

C. Reading a book

D. Writing in a journal

Module Three: Review Questions

8. Which of the following statements about rest is False?

A. People need different amounts of sleep each night in order to feel rested

B. Being well rested is not just about sleep but about taking breaks to recharge throughout your day

C. If you can't sleep, you should try to force it by just lying there

D. A lack of rest reduces your performance levels

Module Three: Review Questions

9. Which of the following is considered a distorted thinking pattern?

A. Magnification

B. Imperative thinking

C. Destructive labeling

D. None of the above

Module Three: Review Questions

10. External stressors represent things that are _____.

A. Someone else's fault

B. No one's fault

C. Beyond our control

D. All of the above



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When one door is shut, another opens.

Miguel Cervantes

MODULE FOUR

Stress Management (External Stressors)

External stressors can often be a source of frustration. You have limited control over the things that come at you in life.



Manage Your Work Space

Remove unnecessary items

Clean up at the end of each workday

Keep everything organized

Loud Work Environment

Another external stressor that can affect you is a loud work environment.





Co-Worker Relations

- Anger styles
- Negative thoughts
- Be direct
- Be flexible

Demanding Supervisor

A demanding boss can be another powerful external source of stress.



Practical Illustration



- Manage Your Work Space
- Loud Work Environment
- Co-Worker Relations
- Demanding Supervisor

Module Four: Review Questions

1. Which type of nonessential items can you keep?

A. Inspirational

B. Useful

C. Interesting

D. None

Module Four: Review Questions

2. When should you tidy up your work environment?

A. Never

B. In the middle of your day

C. At the beginning of your day

D. At the end of your work day

Module Four: Review Questions

3. What is a good strategy for handling a conflict with a co-worker?

A. Send a nasty email

B. Consider how the co-worker might feel about the situation

C. Confront your co-worker after work

D. Roll your eyes whenever your co-worker speaks up in meetings

Module Four: Review Questions

4. Which approach is best when dealing with a conflict?

A. Passive

B. Aggressive

C. Assertive and direct

D. Passive aggressive

Module Four: Review Questions

5. What consideration should you keep in mind when dealing with a demanding supervisor?

A. What pressures they might be under from their supervisors

B. How they may have a personal issue with you

C. Every instance where they have been unfair to you

D. None of the above

Module Four: Review Questions

6. When you have a conflict with your supervisor, how should you approach them?

A. Snap back at them so they know you don't play that way

B. Be respectful and understanding of their situation

C. Ignore them

D. Email your supervisor's supervisor

Module Four: Review Questions

7. When your co-workers are talking loudly in the background, what should you do?

A. Yell at them to keep it down

B. Apologize to your customer for the disturbance

C. Ask your co-workers politely if they could please lower the volume while you speak with your customer

D. B and C

Module Four: Review Questions

8. When a co-worker asks you if you could turn your music down, how should you handle it?

A. Email your supervisor, so you can have the boss's permission to be loud

B. Turn it up and shout, "Skynyrd!"

C. Turn the music off, but add the incident to your list of why you hate that co-worker

D. Turn it down and apologize after the call

Module Four: Review Questions

9. You have complete control over the things that come at you in life.

A. True

B. False

Module Four: Review Questions

10. Clutter at you work station can lead to:

A. Distractions

B. Stress

C. A and B

D. Neither A nor B

A black and white photograph of a hand holding a compass, with string lights draped around it. The background shows a sunset over a body of water with trees in the distance. A horizontal line is drawn across the middle of the image.

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*And in the end, the love you take is equal to the love you
make.*

The Beatles

Transactional Analysis

Conceiving of human interaction as a series of transactions is a helpful approach towards understanding our relations with customers.

What is Transactional Analysis

Transactional Analysis is an approach to psychology that developed in the wake of two competing schools of psychology: psychoanalysis and behaviorism.



Parent

The Parent style is a mimicking of parental behavior in our thoughts, feelings, and behaviors.





Child

The Child style involves behavior that focuses on fun and avoids responsibility.

Adult

The Adult mode is best when it comes to problem solving, including challenging interactions with other people.



Practical Illustration



- What is Transactional Analysis
- Parent
- Child
- Adult

Module Five: Review Questions

1. What does Transactional Analysis focus on?

A. Relationships

B. Behavior

C. Thoughts

D. Feelings

Module Five: Review Questions

2. Which three components are involved in Transactional Analysis?

A. Id, Ego, Superego

B. Adult, Parent, Child

C. Blue, Swing, and High-Performance emotions

D. Thinking, Feeling, Doing

Module Five: Review Questions

3. Which is an example of operating in Parent mode?

A. "It's time to wake up"

B. "Why do you insist on being lazy?"

C. "Why do you always have to bring me down?"

D. "Why can't I sleep late today?"

Module Five: Review Questions

4. Parent mode behaviors come from _____.

A. Behavior you learned from other children when you were a child

B. Behavior you have learned from current authority figures in your life

C. Behavior you have learned from having children

D. Behavior you have learned from authority figures when you were a child

Module Five: Review Questions

5. Which statement is an example of Child mode?

A. "Let's skip work today."

B. "Why are you always irresponsible?"

C. "You need to work in order to pay your bills."

D. "Where is that report?"

Module Five: Review Questions

6. When is it okay to operate in Child mode?

A. When you have a deadline

B. When you are homeless

C. When you play

D. When someone talks to you as if
you were a child

Module Five: Review Questions

7. Which transaction is Not complementary?

A. Child to Adult

B. Child to Child

C. Adult to Adult

D. Child to Parent

Module Five: Review Questions

8. What is the difference between the Adult mode and the Parent mode?

A. No difference

B. The Adult mode focuses on how you think things should be; the Parent mode focuses on things as they are

C. The Adult mode focuses on things as they are; the Parent mode focuses on things as you think they should be

D. The Adult mode focuses on things as you want them to be; the Parent mode focuses on things as you think they should be.

Module Five: Review Questions

9. While discovering how to handle difficult people/situations, the goal is to _____.

A. Become positive-oriented

B. Become more child-like

C. Act more like our parents

D. Avoid bullying

Module Five: Review Questions

10. Transactional Analysis is an approach to psychology that developed in the wake of which two competing schools of psychology?

A. Adult-mode and Child-mode

B. Psychoanalysis and Behaviorism

C. Psychotherapy and
Developmental

D. Parent-mode and Child-mode



// All happy families are alike; each unhappy family is unhappy in its own way.

Leo Tolstoy

Why are Some Customers Difficult

While many of your interactions with customers will be pleasant and positive, you inevitably will have to interact with customers who are difficult in some way.



They Have Truly Had a Bad Experience and Want to Vent

When customers vent, they want a solution, but more importantly, they want to know that they are being heard.

They Want Someone to be Held Accountable

Customers looking for
accountability feel
anxious and angry.





They Have Truly Had a Bad Experience and Want Resolution

When customers express that they are looking for a resolution, they are operating in the Adult-mode.

They are Generally Unhappy

Customers who are generally unhappy people can be exceptionally difficult.



Practical Illustration



- They Have Truly Had a Bad Experience and Want to Vent
- They Want Someone to be Held Accountable
- They Have Truly Had a Bad Experience and Want Resolution
- They are Generally Unhappy

Module Six: Review Questions

1. Venting is a productive way to _____.

A. Slow down

B. Speed up

C. Rile up your enemies

D. Find an immediate solution to your larger problem

Module Six: Review Questions

2. A good customer service strategy for customers who want to vent is to _____.

A. Put them on hold until they “get a hold of themselves”

B. Allow them to vent and try to understand how they are feeling

C. Stop their complaining, so you can focus on a solution to the problem at hand

D. Allow them to vent while you compose a point-by-point rebuttal about why they are wrong

Module Six: Review Questions

3. What does it mean to be accountable?

A. Accepting blame for something you didn't do

B. Blaming someone else for a problem

C. Acknowledging that you are willing and able to respond to a problem

D. Being good at handling numbers and balancing checkbooks

Module Six: Review Questions

4. True or False: Apologizing for a customer's bad experience means you are accepting blame.

A. True, but you are just trying to placate them and don't really mean it

B. False, because you know who is really at fault and you will be transferring your customer to them

C. True, so you should never apologize or that means the company has to get lawyers involved

D. False, it means you are acknowledging that a customer has had a bad experience without placing blame

Module Six: Review Questions

5. Customers who are looking for a resolution to their problem are operating in what Transactional Analysis mode?

A. Child

B. Adult

C. Parent

D. Grandparent

Module Six: Review Questions

6. When a problem will take time to resolve, it's best to _____.

A. Make up a believable excuse

B. Ditch the customer as quickly as possible and let someone else deal with it

C. Tell the customer the problem is fixed already and get out of the interaction

D. Be honest and up front, while offering a range of solutions

Module Six: Review Questions

7. Generally, unhappy people exhibit many distorted thinking styles, but which one is most common?

A. Destructive labeling

B. Magnification

C. Minimization

D. Imperative thinking

Module Six: Review Questions

8. What is a strategy to employ when handling generally unhappy people?

A. Arouse their optimism with inspiring quotes

B. Arouse their anxiety with horror stories about what happens to customers who don't cooperate

C. Identify and focus on a specific problem that is solvable

D. Lead them through an exercise routine to increase their enthusiasm

Module Six: Review Questions

9. Your best bet is to avoid difficult customers.

A. Impossible

B. True

C. False

D. All of the above

Module Six: Review Questions

10. Angry customers have no right to feel that way.

A. True

B. False



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Remember that a person's name is to that person the sweetest and most important sound in any language.

Dale Carnegie

MODULE SEVEN

Dealing With Customers Over the Phone

Audio aspects become magnified, including your tone of voice and any noises occurring in the background.



Listen to the Customer's Complaints

Encourage

Repeat

Paraphrase

Empathise

Build Rapport

- Use their name
- Smile
- Think “we”
- Be honest





Do Not Respond With Negative Words or Emotion

If you respond with negative words or emotions, this can reinforce that negativity.

Offer a Verbal Solution to Your Customer

Offering a solution helps to diminish a customer's anxiety.



Practical Illustration



- Listen to the Customer's Complaint
- Build Rapport
- Do Not Respond With Negative Words or Emotion
- Offer a Verbal Solution to Your Customer

Module Seven: Review Questions

1. Which of these is Not an aspect of active listening?

A. Asking open ended questions

B. Preparing a response

C. Expressions of empathy

D. Verbal encouragers

Module Seven: Review Questions

2. Which of the following is Not an open-ended question?

A. How can I help you today?

B. What happened after that?

C. Did you try turning it off and back on?

D. Why are you upset?

Module Seven: Review Questions

3. Which ice-breaker subject should you avoid?

A. Politics

B. Music

C. Sports

D. Weather

Module Seven: Review Questions

4. What kind of pace and tone of voice aids in rapport building?

A. Fast and high pitched

B. Slow and high pitched

C. Fast and low pitched

D. Slow and low pitched

Module Seven: Review Questions

5. What is a positive alternative to accepting fault?

A. Deny everything

B. Punt your customer to someone else

C. Accept accountability

D. Identify who is really to blame

Module Seven: Review Questions

6. What is a positive alternative to the word “frustrating”?

A. Easy

B. Challenging

C. Happy

D. Annoying

Module Seven: Review Questions

7. When a customer does not agree to a verbal solution, what should you do?

A. Probe further to arrive at an agreed upon solution

B. Call a supervisor

C. Hang up and erase any of your notes on the account

D. Put your customers on hold until they change their minds

Module Seven: Review Questions

8. What are the components of a verbal solution?

A. Ice breakers, empathy, and active listening

B. A solution or solutions to the problem, setting expectations, and getting the customer's agreement to this course of action

C. Positive alternatives to negative words and emotions

D. None of the above

Module Seven: Review Questions

9. When you eliminate _____, your other senses tend to become sharper.

A. Background noise

B. Chatty co-workers

C. One of your senses

D. Two of your senses

Module Seven: Review Questions

10. What sense do you not use when dealing with customers on the phone?

A. Tone

B. Speed

C. Sight

D. Compassion



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Your most unhappy customers are your greatest source of learning.

Bill Gates

MODULE EIGHT

Dealing With the Customer In Person

In-person interaction offers greater challenges and greater opportunities to build rapport than when speaking them on the phone.



Listen to the Customer's Concerns

Make eye contact

Use good posture

Use positive non-verbal communication

Build Rapport

- Appearance
- Body language
- Expressions





Respond With Positive Words and Body Language

Dress the part

Relax and smile

Be aware of body and posture

Use appropriate vocabulary

Aside From Words

Good customer service means you have to go deeper to find true resolution.



Practical Illustration



- Listen to the Customer's Concerns
- Build Rapport
- Respond With Positive Words and Body Language
- Aside From Words

Module Eight: Review Questions

1. What does faking empathy look like?

A. Real empathy

B. Sincerity

C. Engagement

D. Insincerity

Module Eight: Review Questions

2. When is it okay to fake it?

A. When you're showing empathy

B. When you want to convey confidence

C. When you want to convey anger

D. When you want to convey sincerity

Module Eight: Review Questions

3. Which is Not an example of a non-verbal encourager?

A. Thumbs up sign

B. Nodding

C. "Go on"

D. Putting your hand on your forehead
when someone describes a really bad
situation

Module Eight: Review Questions

4. You should get faster at a task_____.

A. All at once

B. By changing your technique

C. By being competitive

D. A bit at a time

Module Eight: Review Questions

5. What are three additional components involved in face-to-face rapport building?

A. Your physical appearance and behavior, your customer's physical appearance and behavior, and the makeup of your environment

B. Your physical appearance, your expressions, and your posture

C. Your customer's physical appearance, expressions, and posture

D. The customer service counter, a desk, and chairs

Module Eight: Review Questions

6. Having a desk or counter between you and the customer has what effect?

A. It closes off communication

B. It sets up formal roles that are being played in the interaction

C. It provides protection against violent customers

D. All of the above

Module Eight: Review Questions

7. When an actual solution has been reached

A. Non-verbal communication will show it even if verbal communication doesn't

B. Both verbal and non-verbal communication will agree with each other

C. Verbal communication will show it, even if non-verbal communication doesn't

D. Both verbal and non-verbal communication will indicate that a solution has not been reached

Module Eight: Review Questions

8. When verbal and non-verbal communication disagree, which one supersedes the other?

A. Verbal communication

B. Non-verbal communication

Module Eight: Review Questions

9. Dealing with a customer in person has _____.

A. Challenges

B. Benefits

C. A and B

D. Neither A nor B

Module Eight: Review Questions

10. Continuous eye contact is important, when dealing with customers face-to-face.

A. True

B. False



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I am everyday people.

Sly and the Family Stone

MODULE NINE

Sensitivity in Dealing With Customers

Developing strategies for specific customer situations will make those difficult customer situations less challenging.



Customers Who Are Angry

Dealing with a customer who is angry requires patience and the utmost care in managing your own mood.

Customers Who Are Rude

Your role is to act as a partner with the customer.





Customers With Different Cultural Values

We all come from different backgrounds; how people express anger may differ widely.

Customers Who Cannot Be Satisfied

- Ask questions
- Remember the actual problem
- Try everything



Practical Illustration



- Customers Who Are Angry
- Customers Who Are Rude
- Customers With Different Cultural Values
- Customers Who Cannot be Satisfied

Module Nine: Review Questions

1. Which is Not an example of an auto-defense mechanism?

A. The problem isn't _____;
the real problem is _____.

B. Homie don't play that

C. If I let her get away with it, she'll
think she can walk all over anyone

D. Oh no you didn't!

Module Nine: Review Questions

2. What is Not a positive strategy in handling an angry customer?

A. Allowing the customer to finish venting and pausing for a few seconds to gather yourself

B. Looking for a kernel of truth in the customer's statements and acknowledging that truth

C. Warn the customer to calm down or after three times, you will end the interaction

D. Take deep breaths to slow your own arousal levels

Module Nine: Review Questions

3. Which is an example of a respectful way to warn an abusive customer?

A. Sir, I can't help you if you insist on being rude

B. Sir, I'm hanging up now

C. Ma'am, you are being really rude and I won't stand for it

D. Ma'am, I know you have had a difficult time, and I'm very sorry you had to go through that. I do want to help you and think I may have a solution that works. Can you help me fix your issue now?

Module Nine: Review Questions

4. How often should you use a “three strikes you’re out” policy?

A. The moment the customer engages in personal attacks

B. Only in the most extreme cases where all other efforts to de-escalate the situation have failed

C. Allow the customer three free strikes first, and then warn them

D. All of the above

Module Nine: Review Questions

5. Which distorted thinking pattern most frequently emerges in people's thoughts when handling a customer with a different set of cultural values?

A. Imperative thinking

B. Destructive labeling

C. Minimization

D. Magnification

Module Nine: Review Questions

6. According to this module, which culture expresses anger through improperly arranged flowers?

A. Nigerian

B. Mexican

C. Russian

D. Japanese

Module Nine: Review Questions

7. Which of the following is Not a good strategy for handling a customer who cannot be satisfied?

A. Immediately getting a supervisor

B. Reframing the problem

C. Asking what solution the customer is looking for

D. Providing a range of potential solutions

Module Nine: Review Questions

8. What can you do when a customer wants a solution that you can't deliver?

A. Stand your ground and say, "That's not going to happen."

B. Tell them that you can't do that but you bet your supervisor can

C. Tell them you'll get on that right away so that they'll go away and then go back to what you were doing before the interaction with them

D. Offer a range of alternative solutions that you can deliver

Module Nine: Review Questions

9. When dealing with difficult customers, practice makes perfect.

A. True

B. False

Module Nine: Review Questions

10. Dealing with a customer who is angry requires patience and the utmost care in managing _____ mood.

A. Your

B. Their

C. A and B

D. Neither A nor B



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Well done is better than well said.

Benjamin Franklin

MODULE TEN

Scenarios of Dealing With a Difficult Customer

In order to handle certain scenarios, it's important to have a strategy in place before you find yourself in that situation.

Angry Customer

Address issues

Offer alternative solutions

Discover strategies



Rude Customer

- Explore steps
- De-escalate the situation
- Avoid correcting the customer
- Phrase a warning



A Customer From Another Culture



Communication
strategies

Cultural
differences

An Impossible to Please Customer

- Express empathy
- Explore alternatives
- Involve the CEO



Practical Illustration



- Angry Customer
- Rude Customer
- A Customer From Another Culture
- An Impossible to Please Customer

Module Ten: Review Questions

1. In the Angry Customer scenario, which of the following is Not a good strategy?

A. Blaming the construction company

B. Expressing empathy

C. Allowing the customer to vent

D. Taking deep breaths in order to remain calm and operate in Adult mode

Module Ten: Review Questions

2. How might you accept accountability for the customer's problem?

A. Promise to keep an eye on his website from the server, but don't because you do not actually have the time or capability of doing so

B. Apologize and say that it was your company's fault

C. Apologize for the customer's experience and offer to keep tabs on the repair and call him the moment the problem is fixed

D. Apologize for the customer's experience and offer to call the construction company on his behalf so you can yell at them

Module Ten: Review Questions

3. In the Rude Customer scenario, which of the following is the best strategy?

A. Pointing out that it's the customer's fault for not maintaining her treadmill properly

B. Offering a range of compromise solutions including any discounts on new motors that you are able to offer

C. Warning her that the next time she is rude to you, you will end the call

D. Being rude right back at her

Module Ten: Review Questions

4. What other strategy might you employ in this situation?

A. Offer to provide her a new treadmill at no cost in order to get her off the phone

B. Read the part of the manual verbatim where it discusses the maintenance of her treadmill

C. Suggest to the customer that she try buying a treadmill from your competitor instead

D. Ask her what she wants to see in a resolution

Module Ten: Review Questions

5. In the Customer from Another Culture scenario, which is an effective strategy for handling your difficulty in understanding them?

A. Speaking extremely slow so that they will speak extremely slow

B. Repeating what you heard and paraphrasing to make sure you understand

C. Speaking louder

D. Imitating the customer's accent

Module Ten: Review Questions

6. What can you do if the customer wants to haggle over the price of something?

A. Tell them you will sell it to them at the price they want, but don't deliver

B. Offer the item at a more expensive price than what it really costs so you can haggle down to the real cost

C. Determine if the customer qualifies for any kind of discount, or look for a similar item that may be less expensive

D. Tell him that this is your final offer, take it or leave it

Module Ten: Review Questions

7. In the Impossible to Please Customer scenario, which is Not a good strategy?

A. When she asks to speak to the CEO, put her on hold, and then come back on the phone and say in a deep voice, "This is the CEO"

B. Inform her that you cannot give her a discount for a full year of service, but that you can offer whatever discount your company allows as a compromise

C. Brainstorm possible additional solutions to her real problem – she cannot contact emergency services – such as offering to forward her calls to a working number in the family or to a trusted neighbor's phone number, or whatever other capabilities your company allows

D. If you cannot find a solution that works for her, escalate to a supervisor when she asks for the CEO

Module Ten: Review Questions

8. In the Impossible to Please Customer scenario, what is the real problem?

A. She needs to speak to your CEO

B. She needs her cell phone to work right now

C. She needs a year-long discount on her phone service

D. She has an elderly mother with health issues and needs to be able to contact emergency services if necessary

Module Ten: Review Questions

9. When dealing with difficult customers, it's important to have _____ before you find yourself in that situation.

A. A strategy in place

B. The support of your manager

C. A book of inspirational quotes
on hand

D. None of the above

Module Ten: Review Questions

10. By engaging in _____, you can practice what strategies you might implement.

A. Conversation

B. Role play

C. Research

D. Language classes



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Customer satisfaction is worthless. Customer loyalty is priceless.

Jeffrey Gitomer

Following up With a Customer Once You Have Addressed Their Issue

The difference between having a customer who is satisfied and a customer who will remain loyal can be determined in the follow-up.



Call the Customer

It's a good idea to follow up later and make sure their issue remains resolved.

Send the Customer an Email

Let at least 24 hours pass before doing so.





Mail the Customer a Small Token

Make sure that whatever you send is appropriate and within your company's policies.

Snail-Mail a Handwritten or Typed Letter

A letter allows time to pass between the initial interaction and the moment your customer receives it.



Practical Illustration



- Call the Customer
- Send the Customer an Email
- Mail the Customer a Small Token
- Snail-Mail a Handwritten or Typed Letter

Module Eleven: Review Questions

1. What should you do before ending your interaction with a customer?

A. Summarize what the issue was and what the resolution was

B. Advise your customers when their bill is due

C. Discuss the upcoming basketball playoffs

D. None of the above

Module Eleven: Review Questions

2. Why should you follow-up?

A. So you can ask your customer out on a date

B. So you can instill customer loyalty and ensure that the issue was truly resolved

C. In order to address new problems

D. You shouldn't because it reminds the customer that there were problems

Module Eleven: Review Questions

3. What advantages does email have over a follow-up call?

A. You can compose the email on your own time

B. You can avoid a potentially long phone call

C. An email does not interrupt the customer's life

D. All of the above

Module Eleven: Review Questions

4. How long should you wait before sending a follow-up email?

A. Three months

B. Three days

C. At least three hours after the interaction

D. At least 24 hours after the interaction

Module Eleven: Review Questions

5. When sending a token or gift to a customer what should you consider?

A. Anything within your budget

B. Anything within your company's budget

C. What the customer said that they like

D. What is appropriate and within your company's policy

Module Eleven: Review Questions

6. Why would you send a gift or coupon to a customer?

A. As a prelude to asking them out on a date

B. To ease the memory of a challenging experience

C. So you can bill them and make up for any discounts you gave them

D. To bribe them

Module Eleven: Review Questions

7. Which is Not an advantage of sending a handwritten letter through snail mail?

A. It takes so long to get there, that the customer will have forgotten all about you

B. It allows the customer a chance to make sure the issue is truly resolved

C. It adds a personal touch

D. It assures your customers that the company appreciates them and their business

Module Eleven: Review Questions

8. What's the best approach towards sending a letter through the mail?

A. Buy a stamp, write a letter

B. Access your customer's records on your own time

C. Make certain that you follow the proper procedures that your company provides for sending mail to a customer

D. None of the above

Module Eleven: Review Questions

9. What can help create a loyal customer?

A. Writing them a letter

B. Emailing them

C. Calling them

D. All of the above

Module Eleven: Review Questions

10. Some companies prefer that you do not call a customer to follow up.

A. True

B. False

Wrapping Up

Although this workshop is coming to a close, we hope that your journey to understanding Handling a Difficult Customer is just beginning.



Words From the Wise

*Kind words may be short
and easy to speak, but their
echoes are endless.*

- Mother Teresa

*No situation can become
favorable until one is able to
adapt to it and does not
wear oneself out with
mistaken resistance.*

**- I Ching (The Classic of
Changes)**

*It is not the strongest of the
species that survives, nor
the most intelligent, but the
one most responsive to
change.*

- Charles Darwin