

HANDLING DIFFICULT CUSTOMERS

INTRODUCTION

Customer-focused companies are continuously striving hard to achieve excellence in customer service. They recognized that this is one of the key factors of success in today's ever demanding business world is providing excellent service consistently, will bring about long term profitability. As such, companies must be responsive to the changing needs of the customers at all times.

How can this be achieved? What are some of the techniques that companies can explore in order to formulate appropriate strategies based on service excellence? This course will focus on key elements of service that allow you to strive for and sustain service excellence beyond your customer expectations.

OBJECTIVES

At the end of this programmed participants will be able to achieve the following objectives:

- Understand how to handling difficult customers.
- Understand the needs and wants of the target customers
- Identify the service performance gap and the courses of action to be taken for improvement
- Develop a range of customer service excellence skills
- Develop and formulate a follow-up plan for implementation at the workplace.

PERFORMANCE PROBLEM

- Customer complaint rates are increasing
- Service representatives quickly transfer difficult customers afraid of trying to work with them
- 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
- Employees haven't received effective customer service training

COURSE 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
- Build greater CSR confidence with motivating customer service training

LANGUAGE MEDIUM

English and/or Bahasa Malaysia. The training can be executed in a dual language option.

METHODOLOGY

Lectures, Discussions, Role-plays.

WHO SHOULD ATTEND

Sales, Marketing, Customer Service, Client Servicing personnel

DURATION

The duration of this program is 2 days, 9.00am – 5.00pm

CERTIFICATION

Certificate of attendance will be presented to all participants at the end of the course

COURSE CONTENT

Module 1: Meeting Customer Expectations

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

Module 2: Assertive Customer Service & Communication Techniques

- DiSC customer personality strengths & weaknesses
- DiSC service personality strengths & weaknesses
- 3 styles of interpersonal communication: Aggressive, Passive, and Assertive
- 6 assertive communication methods to end arguments

Module 3: Handling the Angry and Difficult Customers

- Defusing Emotional Manipulators
- Handling loud & abrasive customers
- Dealing with explosive & intimidating customers
- Placating Prima Donna customers
- Work with the chronic complainer customers

Module 4: Defusing Emotional Situations

- 2-step process to defuse emotions
- The keys to exceeding customer expectations
- Fixing things when they go wrong
- Keep service breakdowns from becoming emotional

Module 5: Improved Interpersonal Skills

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