



Managing Difficult Customers

This 8-hour course, *Managing Difficult Customers* provides participants with successful processes and skills for dealing with tough customer situations. Participants spend time understanding what drives customers' challenging behaviors and then exploring their personal conflict and problem solving styles in reacting to and handling the situations. The goal of this course is to equip each participant with tools to manage difficult customer situations more effectively. Multiple assessments are provided to help participants understand their current approach and activities are used to apply the concepts. Participants are encouraged to use course time to reflect upon and plan action steps to improve their management of current customer situations.

PROGRAM OBJECTIVES:

This course uses a highly interactive teaching style, combining discussions of relevant theory and customer care principles with practice simulations and self-assessments to create a rich and engaging learning environment to:

- Define why managing difficult customers is essential
- Learn techniques to manage relationships with complaining customers
- Explore methods to resolve problems
- Deal effectively with emotional responses from customers

COURSE CONTENT:

Why Managing Difficult Customers is Important: define the opportunities

Types of Challenging Customers: Distracted, Disappointed, Damaged, Demanding and Disruptive

Understanding Customers' Rights: identify best practices to build great customer relationships

Customer Service Attitude: explore experiences and self-assessment

Conflict Style Assessment: self-evaluation of preferred conflict style when approaching customers and problem solving

Choice Path: differentiating between reactive (complainer) and proactive (problem solver) approaches

L.A.S.T. Model: Listen, Acknowledge or Apologize, Solve, Thank

Acknowledge or Apologize: identify ways to acknowledge and apologize

Feedforward: collaboration to gather ideas to solve challenging situations

Action Planning: identify concrete next steps to address customer situations