

BM-CUAS

CALMING UPSET CUSTOMERS: STAY IN CONTROL IN ANY SITUATION



DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
1 Day	Business Introduction	Management & Soft Skills	VILT & ILT	NA

INTRODUCTION

When a customer is upset with your company, you are presented with the ultimate opportunity. You can “become the company,” defuse the situation, win the customer over, and ensure continued business. There is no single technique for every customer, but the collection of skills outlined in this self-paced book will work in any industry.

AUDIENCE PROFILE

This course is targeted at leaders from all industries who actively promotes or who like to promote the organizational values within a customer service environment. All people who would like to understand why this is essential for business success.

PREREQUISITES

Before attending this course, delegates must:

- Be a leader/ manager or seeking to lead and manage in the customer service field.
- Understand their role and the importance of customer service.

COURSE OBJECTIVES

At course completion you will be able to:

- Understand the importance of upset customers to improving your business.
- Identify common causes of customer's upsets and learn why listening is a critical skill in dealing with them.
- Be proactive in preventing upset customers.
- Use various techniques to calm upset customers.
- Practice management behaviours that calm upset customers and employees.

COURSE CONTENT

Lesson 1: The Importance of Calming Upset Customers

- Customer Satisfaction: Everyone's Job
- Upset Customers Don't Come Back
- You Want Customers to Complain
- A Customer Is...
- Assessing Yourself
- Part Summary

Lesson 2: Why Customers Get Upset

- Start by Looking for the Cause
- Avoidable Upsets

- Listening and Returning Calls
- Part Summary

Lesson 3: Preventing Behaviours That Irritate Others

- Personal Presentation
- Nonverbal Communication
- Words That Make a Difference
- Part Summary

Lesson 4: Practicing Behaviours That Calm Customers

- Take Action to Reverse Anger
- Ten Steps for Dealing with an Upset Customer
- Case Studies

- After the Customer Has Gone
- Part Summary

Lesson 5: Tips for Managers

- Creating an Environment for Customer Satisfaction
- Using this Book for a Staff Meeting
- Calming Upset Customers and Employees
- Part Summary

ASSOCIATED CERTIFICATIONS & EXAM

There is no exam associated with this course.