



Caring for Challenging Customers

This two-day course, *Caring for Challenging Customers* provides participants with successful methods for dealing with tough customer situations. Participants spend time understanding what drives customers' challenging behaviors and then exploring their personal style in reacting and handling the situations. The goal of this course is to equip each participant with tools to manage tough 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 typical customer situations.

Program Objectives:

- Define why caring for challenging customers is important
- Discover how personal style impacts relationships with customers
- Create a customer "Bill of Rights"
- Increase skills in caring for challenging customers
- Determine how to probe for information needed to resolve problems
- Identify methods for providing great customer service
- Deal effectively with emotional responses from customers

Course Overview:

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.

Content:

- **Why Caring for Challenging Customers is Important:** define the opportunities
- **Types of Challenging Customers:** Distracted, Disappointed and Disruptive
- **Creating a Customer "Bill of Rights":** identify past practices that earned loyalty
- **Customer Service Attitude:** explore experiences and self assessment
- **Working Style Assessment:** self evaluation of preferred style when approaching customers and problem solving
- **Managing Stress:** stress self assessment and stress reduction techniques to manage emotions in tough situations
- **Meaning of Customer Service:** customer service philosophy
- **L.A.S.T. Model:** Listen, Acknowledge or Apologize, Solve, Thank
- **Acknowledge or Apologize:** identify ways to acknowledge and apologize
- **Solve the Problem:** customer problem solving skills assessment
- **Effective Problem Solving:** problem solving behaviors and process suggestions
- **Planning for Continuous Improvement:** strategies and action planning