



Communicating Effectively With Distressed Customers



Overview/Description:

Do you argue or engage in debate when interacting with customers? Do you become frustrated when communications fail and complaints start rolling in? Every business has some angry, emotional or difficult customers. Even if most of your customers are happy, there will always be outliers. There are ways we can respectfully engage with customers and diffuse strong feelings.

This training will help you de-escalate a customer's volatile emotions by responding effectively to their distress. The key skills that will be addressed in this session include careful listening, understanding, making appropriate apologies and taking action. Key strategies will also involve affirming what customers need and providing them assurances.



Workshop Objectives:

This training will help you:

- Identify the most common customer expectations and causes for strong emotions
- Recognize common mistakes that escalate the risk for distress in customers
- Understand the gift of complaints
- Demonstrate strategies to de-escalate volatile emotions



TARGET AUDIENCE:

ANYONE WHO WISHES TO UNDERSTAND HOW TO DIFFUSE STRONG EMOTIONS WITH CUSTOMERS AND HAS DIFFICULTY NAVIGATING CONVERSATIONS WHEN CUSTOMERS ARE UPSET, ANGRY, DEMANDING OR IRRATIONAL



EXPECTED DURATION:

45-60 MINUTES