CUSTOMMatrix™ is an executive level consulting firm that provides the missing pieces for organizational success across all disciplines: CEO, COO, CFO, CIO, CMO and CPO.

Working Successfully With Upset Customers
OBJECTIVES

1. Tips For Maintaining Composure Under Stress

2. Techniques For Managing Conversations With Upset People

3. The Code For Writing Your Own Customer Service Techniques
THE IMPORTANCE OF INTENTION

When two people meet

The person who is more committed to her or his intention will influence the other
KEY PRINCIPLE

In any interaction with another person, the only thing you control is ________?
CUSTOMER SERVICE BASICS

1. Smile, greet and interact
2. Understanding and fairness
3. Effective and efficient
4. Information
5. Options and choices
6. Thank every customer
FORMULA FOR WORKING WITH UPSET CUSTOMERS

• Listen
• Apologize
• Fix it
• Do something extra
• Follow-up
PERSONAL MISSION
DYSFUNCTIONAL EMOTIONS PREVENT US FROM FULFILLING OUR INTENTION

• Fight- Freeze -Flight Response

• Internal Conversation

• Techniques For Maintaining Composure
The Zone

Don’t Care What I Say

Don’t Care What I Do

Under-perform

The Zone

Distress

Under-perform

The Zone

Distress

Under-perform

The Zone

Distress
WHAT CREATES EMOTIONS?

A. Facts And Events

B. Self Talk

C. Feelings
THE TOP 4 IRRATIONAL BELIEFS

1. It is absolutely necessary for you to be loved or approved of by almost everyone for practically everything you do or say.

2. You must be thoroughly competent, adequate, and achieving in all possible respects.

3. People and things should be different from the way they are and it is catastrophic if perfect solutions to the grim realities of life are not immediately found.

4. Certain people are bad, wicked, or villainous, and should be severely blamed and punished for their sins.

RED FLAGS

Should, Ought, Must, Have to,
Critical, Required, Necessary

Terrible
Horrible
Catastrophic
Unbearable
Can’t stand it
NEGATIVE EMOTION WORK SHEET

• Facts, events

• Internal Dialogue

• Emotions

• Other Perspectives
THE CODE FOR DESIGNING UPSET CUSTOMER TECHNIQUES

FRAME THE CONVERSATION FROM THE ONE DOWN POSITION
FORMULA FOR WORKING WITH UPSET CUSTOMERS REVISITED

• Listen
• Apologize
• Fix it
• Do something extra
• Follow-up
THE GOAL WITH UPSET CUSTOMERS

VICTIMIZED ANGRY NEUTRAL PLEASED DAZZLED
TECHNIQUES

1. “I want to be helpful but I don't understand how to best do that. May I ask a few questions to clarify what has happened and what you are needing?”

2. “I want to be as helpful as possible and the way I think I can be most helpful right now would be to explain:

   1. How your agreement works
   2. The state regulations on this
   3. My understanding of the policies and procedures
   4. How the policy on this is meant to protect you.

   Would that be ok?”

3. “I’d like to check to be sure I am giving you 100% correct information and guidance. Can I get back to you this later?

   Should I call you at 1:00 or 3:00?”
THAT SHOULD NOT HAVE HAPPENED

- I am sorry
- I am embarrassed
- I would like to investigate and get back to you, would that be ok?
- Would it be ok if I tell you how this might have happened?
THE SANDWICH

• What I will do is________________

• What you can do is______________
WHEN YOU MUST CONFRONT

1. Express your intention to be helpful

2. Calmly identify the emotional behavior

3. Describe the impact of the behavior on your willingness to continue helping the customer

4. Suggest focusing only what we can do now, how we can fix the problem etc.

5. Express support and reassurance
INSIGHTS AND TAKEAWAYS

• “One insight I had today is…”

• One thing I learned today or tool I have received that I will take back to work and put into practice…”
SUGGESTED READING