

## HEALING THE CUSTOMER RELATIONSHIP

### ***OVERVIEW***

Serving customers who are frustrated or angry is a challenge for both new and experienced service providers. Working with a customer who has had a bad experience demands extraordinary patience and tact. Research shows, however, that the effort can not only restore that customer's loyalty, but create a relationship stronger than it was before.

In this module, participants discuss the positive in negative customer experiences and learn four guidelines for restoring a customer's trust and confidence. Techniques to turn bad experiences into good include: acknowledging the customer's feelings, agreeing selectively, taking immediate action to fix the problem, making value-added gestures, and following up to demonstrate commitment to an improved relationship. In addition, participants gain insights and learn techniques for managing their own reactions in difficult situations.

### ***LEARNING OBJECTIVES***

Participants will be able to:

- Identify things that set customers off.
- Explain why it is important for organizations to heal relationships with customers who are frustrated or angry.
- State four guidelines for effectively restoring customer trust and confidence.
- Manage their own personal reactions to emotional statements made by customers.
- Use several defusing techniques with customers who are angry or upset.
- Take action to turn things around after a service breakdown.
- Make gestures of goodwill to encourage customers return.

### ***CONTENT SAMPLE***

Hear out the customer

Ease the tension

Act to improve

Leave a positive impression

### ***AUDIENCE***

All employees, from the front line to the executive level.

### ***TYPICAL TIME INVESTMENT***

4 Hours