



CUSTOMER SERVICE
EFFECTIVENESS

Dealing with Difficult Customers



COURSE SPECIFICATIONS



FORMAT

- In-house



DURATION

Training is given in one day (6 hours).

(The content and the duration of this session can be adapted for a personalized on-site training.)



TARGET AUDIENCE

All Frontline personnel with previous customer service experience, Team leaders, Department supervisors, Customer Service Managers.



DELIVERY METHOD

Instructor-led, group-paced, classroom-delivery learning model with structured, hands-on activities. Participants' experiences are used as support to put new notions into action.

Highly personalized and interactive approach, the groups are limited to 15 participants.



LANGUAGE

Available in:

- French
- English



CERTIFICATION

Training Certificate

Emploi
Québec



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DESCRIPTION

Dealing with difficult customers, is designed for frontline and service staff who work directly with customers. This course is intended to enable participants, as service providers, to handle difficult encounters with customers in an effective, professional manner that allows both parties in the encounter to move on with the business at hand.

OBJECTIVES

ALLOWING THE PARTICIPANT TO:

- Develop a customer conscience by offering excellent service and by creating a convivial climate for the customer.
- Apply the methods to approach problematic behavior or defuse crisis situations.
- Cultivate a pro-customer climate by supporting the difficult customer.

COURSE CONTENT

MANAGING DIFFICULT CUSTOMERS

- Introduction
- The difficult customer
- Are they all difficult?
- 3 steps to deal with the difficult customer

COMMUNICATING EFFECTIVELY WITH A DIFFICULT CUSTOMER

- Communication
- Verbal, non-verbal and para-verbal communication
- Showing a good understanding of the problem
- ...The other techniques
- Establishing a relationship and speaking with reassurance
- Respecting the customer and judging him justly

IDENTIFYING AND MASTERING OUR EMOTIONS WITH A DIFFICULT CUSTOMER

- Adopting a positive and "service-centered" attitude
- Avoiding taking complaints personally
- Controlling our behavior
- Affirming ourselves professionally
- Being flexible in our expectations
- Verify your level of stress

UNDERSTANDING AND MANAGING THE CUSTOMER'S EMOTIONS

- Listen to understand, not to argue
- Limiting the other person's behavioral attitude
- Defusing techniques

PERSONAL ACTION PLAN