



CUSTOMER SERVICE

EFFECTIVENESS

Identikit of the Difficult Customer



COURSE SPECIFICATIONS



FORMAT

In-house



DURATION

Training is given in a half day (3 hours).

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



TARGET AUDIENCE

All Frontline and support personnel who work with external and internal clientele.



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

DESCRIPTION

This training entitled **Identikit of the Difficult Customer** was developed to better understand the difficult client and transform unpleasant situations while supporting the client.

Participants will acquire the skills required to effectively identify clients who opt for behaviors perceived as problematic. Understanding the psychology of difficult clients and their needs, and having the skills to manage them well, will reduce stress while making the service offered more effective: a win-win situation for the client, the service provider and the organization.

OBJECTIVES

ALLOWING THE PARTICIPANT TO:

- Recognize why customers can be difficult;
- Become familiar with the different difficult customers;
- Understand problematic behaviors, while supporting the difficult client.

COURSE CONTENT

THE DIFFICULT CUSTOMER

- Introduction
- Define the difficult customer
- Why customers can be difficult
- Understand the difficult customer and his expectations
- Offer the customer a new look

TACTICS

- Different types of customers
- The customer that is different
- The customer in a difficult situation
- The customer in difficulty
- Respect the customer and judge him fairly and accurately
- Be flexible in your expectations

PERSONAL ACTION PLAN



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