

CUSTOMER RELATIONSHIPS AND COMPLAINTS MODULE 3

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- Customer Complaints – feedback is the first step in improving
- Managing Stress – maintaining composure and being professional

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You will learn...

- The importance of keeping a positive attitude and enjoying your successes.
- How to build success on a foundation of complaints as feedback and opportunity.
- How to manage stress and maintain composure.

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Customer Support is about building relationships with customers.
Make them think of you as a friendly source of solutions.

- Practice changing the inflexion in your voice
- Avoid folding your arms or leaning backwards.
- Express empathy to your customer's situation.
- Feel free to apologize in order to show concern
- Do not interrupt customers when they are talking.

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Customer Support is about allowing the customer to complain. Accept the venting and complaints, solve the technical problem, and then learn from the feedback.

- Let the customer blow off steam. We all do it.
- Practice Active Listening.
- Do not get caught up in the drama. Think about the issue, not the person.
- Pay attention to the details of the complaint and not the emotions of the customer.

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Remember, you are here to help.

- Pay attention to the details of the complaint and not the emotions of the customer.
- If the customer is asking you to go against policy, refer the customer to your manager.
- A complaint is an opportunity to change it into a compliment.
- Follow up after the issue is resolved and Thank the customer for understanding.

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Managing customer complaints means solving both technical issues and customer service issues. Customers may report issues in the form of complaints. This is OK. This video presents a list of common complaints.

- Video Link – [Top Five IT Related Complaints](https://www.youtube.com/watch?v=CfjGpZUek_U)
 - https://www.youtube.com/watch?v=CfjGpZUek_U

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According to the video, the Top Five Complaints are:

- Too Much “Geek Speak”
- Poor Response
- Poor Follow-Up
- Reactivity
- Disruption

Which of these would be the most irritating to you?

As a Support Technician, which can you change on your own?

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Unreasonable customers are always with us. We can work to prevent them from occurring and work towards making them reasonable.

- Preventing Unreasonable Customers
 - If you receive consistent complaints, treat it like you would any technical problem.
 - What is common among these customers? Is there a trend?
 - Solve the root problem, whatever it is.

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Working with irate customers means responding in a empathetic, professional manner, and managing your own composure. Watch the following video for advice on handling angry and irate customers.

- Video Link – [Handling Irate Customers](https://www.youtube.com/watch?v=jyJbvEpsfSM)
 - <https://www.youtube.com/watch?v=jyJbvEpsfSM>

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According to the video, several ways of dealing with irate customers are:

- Don't interrupt
- Let the customer vent
- Be empathetic and respectful
- Offer alternative solutions
- Remain positive and professional

Which of these steps are the easiest to do?

How would you know which might be the most effective?

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EXERCISE – Empathy Map

- Watch [the following Video](https://www.youtube.com/watch?v=f_inq6Q192s) –
https://www.youtube.com/watch?v=f_inq6Q192s
- Explain what the customer is seeing, hearing, feeling, thinking, and doing.

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- If the customer is blowing off steam, let him.
- Forget the emotions. Focus on the technical details.
- Remain calm.
- Express empathy.

Why are these points important?

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Make a list of as many possible root causes for the following trio of complaints.

- It takes too long to get a response from the Help Desk.
- I never know how long it will take to have my problem fixed.
- I've called three times about the same problem this morning and haven't talked to anyone about it yet.

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When working closely with an irate customer who is yelling, I think of...

- A – What has put this person in such a mood.
- B – The technical aspects of the issue that needs to be resolved.
- C – The policies and rules that restrict what I can do for this customer.
- D – How my manager would react in this situation.

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- Watch the following video –
- What could go wrong in the future?
- What is known?
- What do we NOT know that we should?
- What is motivating the customer to say and do certain things?
- What does the customer ultimately want?

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Customer Support is about being professional at all times. Stress is normal and part of every job, but too much stress can impact your performance.

- Your stress level will be known to your customers. They will see it.
- High levels of stress lead to poor interactions with others.
- Poor interactions interfere with your ability to communicate and get the information you need.
- Your job success depends on your ability to manage your stress.

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Customer Support is about being consistent with every customer over time. This means being approachable and friendly even on your “bad days.”

- Be happy with your own Level of Effort.
- Do not concern yourself with your co-workers’ performance.
- Enjoy the problem-solving aspects of your job.
- Take compliments personally.
- Take complaints objectively.

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It is always possible for customers to catch you at a bad time. Your stress level can go up at any point. It happens to all of us. When it happens to you...

- Stay focused on the problem and remember the customer is not angry with you but frustrated with their problem.
- Don't argue with customers; just listen.
- Resolve all conflicts in a positive and constructive manner.

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We all work with unreasonable customers. It's universal. It happens to all of us. When it happens to you...

- Realize you are stressed and take a short walk or break , take deep breaths, or stand up and stretch.
- If you have a chance to work with that customer again, do so happily.

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Your customers are the job. They are not sources of stress. They are sources of opportunity to solve problems and look like the Hero.

- Organize and prioritize your work.
- After a problem with an unreasonable customer has been resolved, look for the positive lesson learned from the situation.
- Work on reducing or eliminating negative thoughts.
- Talk with your boss or other co-workers when feeling stressed.

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- Your stress level always shows and can be a negative aspect itself.
- Take compliments personally, and complaints objectively.
- Remember the customer is not angry with you but frustrated with the problem.

Why are these points important?

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A customer stops you in the hallway and accuses you of not restarting his laptop. He is very irate, loud, and obnoxious. He is threatening to report you to your boss. You have never worked with this customer before. How do you respond?

- First, what information has he already provided you?
- Second, what part of his clamoring will you ignore?
- What is the first thing you say?
- What is your body language saying?

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When I follow up with a customer on an issue where I had to walk away, I always start by stating...

- A – That I regret having to walk away.
- B – Obnoxious behavior will not be tolerated.
- C – I am here to fix the issue and not talk.
- D – I am no longer upset.

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EXERCISE – Comcast Yelling?



- What are the Customer Support Technician's (CST) organizational goals?
- What are the CST's personal goals?
- Who does the CST work for?
- What motivates the CST to perform exceptional work?
- What demotivates the CST?
- What can be done to help the CST?

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- Build relationships with customers
 - Maintain composure
 - Practice Active Listening
- Complaints are feedback. Treat them like symptoms of a technical problem to solve.
- Manage your stress before it manages you.

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Match the Term to the Definition

TERMS

Empathy

Composure

Stress

DEFINITIONS

Self-controlled, calm

Anxiety and Pressure

Feeling what others
feel

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