

Managing Difficult Customer Conversations and Behaviours

Course Overview

How does it make you feel when you have to have difficult conversations with your customers?...or if they are exhibiting difficult behaviour during your interaction with them?

It can feel like it's very difficult to manage these behaviours and these conversations but, with the right tools and techniques, you can not only manage these conversations more productively, but you can also significantly increase your chances of bringing the customer back to a more positive customer service experience.

Program Format

This is a 1-day program that can be delivered face-to-face or virtually.

Course Objectives

At the end of this course the participants should be able to:

- Explain why your customers can sometimes exhibit difficult behaviour.
- Explore the causes of difficult behaviour in your customers.
- Focus on meeting your needs as well as the customer needs in customer interactions.
- Employ a combination of open and closed question techniques to get the information you need.
- Practice active listening techniques.
- Respond to customer complaints confidently and respectfully.

Course Outline

Understanding Customer Behaviours

When customers exhibit difficult behaviours it's usually because their needs are not being met. Examine the reasons customer behaviours may become difficult and begin to target what drives their behaviour, rather than just addressing the behaviour itself.

Managing Your Reactions to Difficult Behaviours

Sometimes customers will be annoyed from the beginning of your interaction (possibly due to previously unmet needs), other times the interaction will start in a positive way and then become more challenging. Learn how to manage your reactions to these behaviours so you can remain calm.

Manage More Effective Communication

Identify your individual communication style and use that to your advantage. Learn the techniques to improve your listening and questioning skills to improve the customer experience.

Positive Intentions That Can Have Difficult Outcomes

One of the biggest challenges with difficult conversations is we all have different perspectives. Going into a conversation without understanding the other person's perspective can often have disastrous consequences.

Look at ways to identify the other person's perspective and use that to show empathy.

Delivering Bad News Assertively

No matter how much you may want to, you can't always give your customer what they want. Learn how to deliver bad news to your customer in a way that shows them you are still trying to help them.

Responding to Customer Complaints

When customers complain, it's usually because they have a genuine need for the organisation to get it right. Learn the methods for welcoming these complaints and use seven key steps to respond positively to the customer.

