

## MANAGEMENT DEVELOPMENT PROGRAMMES

### CUSTOMER SERVICE

Course Title	: <b>MANAGING DIFFICULT AND DEMANDING CUSTOMER SITUATIONS</b>
Course Code	: CS: MD&DCS
Course Overview	: Providing customer service today is not always easy – it can certainly be challenging! Customers often have heightened and (seemingly) unreasonable expectations of service levels. And, given that both customers and service providers are experiencing higher levels of pressure from work and life in general, we have a potentially explosive cocktail. This course helps staff to manage difficult customer situations with greater skill and confidence, recognising that transforming a difficult situation can result in a lifelong ally.
Target Audience	: All staff who have to manage difficult customer situations face-to-face or on the telephone.
Selected Session Topics	: <ul style="list-style-type: none"> <li>- <b>Causes of difficult:</b> <ul style="list-style-type: none"> <li>• What makes your customers difficult?</li> <li>• What makes us difficult?</li> </ul> </li> <li>- <b>The behaviour iceberg:</b> <ul style="list-style-type: none"> <li>• What's happening above and below the surface</li> </ul> </li> <li>- <b>Different communication channels and their effect:</b> <ul style="list-style-type: none"> <li>• Face-to-face, on the phone, written: electronic / letters</li> </ul> </li> <li>- <b>Managing our own responses:</b> <ul style="list-style-type: none"> <li>• Keeping ourselves in peak condition, emotionally and professionally</li> </ul> </li> <li>- <b>Communicating confidently and calmly:</b> <ul style="list-style-type: none"> <li>• Under pressure and saying things in the right way</li> </ul> </li> <li>- <b>Strategies for handling dissatisfaction:</b> <ul style="list-style-type: none"> <li>• Turning around a tricky situation or complaint</li> </ul> </li> <li>- <b>Handling different types of difficult customers</b></li> <li>- <b>How to say: 'No' when you can't say 'yes'</b></li> <li>- <b>Managing the extremes:</b> <ul style="list-style-type: none"> <li>• When and how to address what is unacceptable</li> </ul> </li> </ul>
Key Take-Away	: <ul style="list-style-type: none"> <li>- To identify what causes customers to be demanding or difficult and the consequences.</li> <li>- The benefits to you and your company of turning around a difficult customer situation.</li> <li>- Know how to stop ourselves taking things personally and becoming embroiled in an argument.</li> <li>- To recognise and manage your own responses, engaging The Professional Brain.</li> <li>- To develop strategies for handling different types of difficult customers.</li> <li>- To handle verbal aggression and 'put downs,'</li> <li>- To know when and how to deal with unacceptable behaviour.</li> </ul>

