



What to Say: Real Responses to Handle Customer Problems

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I don't think she's too happy with her alarm company!



Our Objectives

- Provide your representatives with the communication skills necessary to resolve problems and deliver the finest quality service to your Customers.
- Provide key concepts for you to use when training all employees on Customer Relations skills.

Our Goals

- Learn to differentiate between Personal and Business expectations of the Customer.
- Learn how to use Personal and Business communication skills effectively.
- To be able to recognize when Customer situations are turning into problems and how to turn those situations around.
- To enhance all our interactions with Customers so that they feel they have been treated in a special way.

“The object is not to satisfy the customer, but to delight the customer!”

How can we delight our customers?

By making a point to demonstrate to each and every customer that our goal is to provide them extraordinary service. Each customer should clearly hear the message “you are important to us” or “we appreciate the opportunity to provide security services in your home.”

After all, our customers are allowing us into their homes to protect their loved ones and valuables. We should consider this an extreme honor and strive to maintain their trust and our role as their security provider. This helps ensure a happy, satisfied and long-term customer. (Not to mention the REFERRAL\$!)

What we will cover this afternoon?

- Customer Expectations: Personal Expectations vs. Business Expectations
 - How to tell the difference and how to respond appropriately using Personal or Business communication skills
- The Impact of a Message
- Greetings/Closings and other Personal Level communications.
- Always setting the stage for the best outcome with your Customer
- The problem with problem solving too soon

What we will cover this afternoon?

- Listening skills – 4 Simple Techniques
- Responsibility
- Acceptance
- Listen to Customer Conversations
- Responses that work
- Listening to your representatives

“How important is the customer in ensuring our success?”

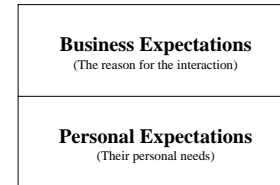
Peter F. Drucker, management consultant and author said: **“A business exists because the consumer is willing to pay you their money. You run a business to satisfy the consumer...”** **“...Without our customers, we don’t exist. Our customers pay our paychecks. They are the sole reasons we perform our work each day.”**

Customer Expectations: Personal vs. Business

There are two different types of expectations Customers have...

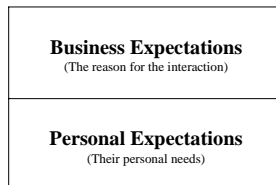
- **Personal Expectations**
 - *Personal Expectations* may vary from one Customer to another. In general, they include courteous treatment, attention, acceptance of their viewpoint or opinion and understanding/empathy.
- **Business Expectations**
 - *Business Expectations* include the products and services you provide; installations, service, canceling an alarm, requesting service, discussing a billing problem or false alarm issues.

Customer Expectations: Personal vs. Business



Both expectations of the Customer are equally important. However, *Personal Expectations* are much more crucial for a successful outcome when it comes to handling Customer problems! We can even create Customer problems when our Personal Communication skills are lacking!

Customer Expectations: Personal vs. Business



During most interactions, if we treat the Customer well while taking care of the business, both expectations can usually be met at the same time. When we fall short on meeting their **Personal Expectations**, the Customer’s **Personal Expectations** will become much more important to them, preventing us from getting the business taken care of.

Customer Expectations: Personal vs. Business

How do we meet these different types of expectations?

Meeting Personal Expectations

- Set the stage with a warm and friendly greeting, using your name
- Maintain a pleasant voice tone and use voice inflection
- Show interest in the Customer
- Use the Customer’s name once it is given to you
- Use active or reflective listening skills
- Ask the caller if they can hold before placing on hold
- Thank them for waiting when you return
- Thank them for calling or using your services.
- Others?

Customer Expectations: Personal vs. Business

Meeting Business Expectations

- Know your job duties and responsibilities well
- Understand our industry (CSAA Distance Learning is GREAT!)
- Follow up and follow through
- Take **responsibility**
- Avoid industry jargon
- Don’t make excuses
- Apologize when appropriate
- Others?

Your Awesome Responsibility...

A Customer was having a disagreement with their insurance company about how a claim was being handled. They felt the representative they were talking to might be seeing their side of things, almost agreeing with them, but she seemed to be in a quandary about what to do. She was concerned about "company policy" and as a result, she was a bit confrontational. Finally, the Customer said, "You have an awesome responsibility." She asked, "What do you mean?"

The Customer said, "Right now, you are representing your company. In my mind, you, just you, are the company. *You are probably the person who will determine whether I continue to do business with your company or decide to take my insurance somewhere else. When someone asks me why I do or don't do business with you, it will be because of you.* I will say something like, they took care of me or they wouldn't take care of me. And you know what? I will actually be referring to you. You are the company."

Your Awesome Responsibility...

She said, "Wow, I never thought of it that way." She consulted with a supervisor, came back on the phone a few minutes later and asked if she could call them back. An hour later our issue was resolved. Why? The customer service rep had become empowered. The sad thing was that the customer, had to do it.

Lesson:

It is important for every employee who has any contact with a Customer to realize that at any given time, they represent the company. They are the brand, the image – they are everything about the company!

While they may not be in a position to make the next sale, they are very capable of losing it. Every dollar the company spends on marketing, advertising and PR is potentially resting on one person's shoulders. A building and a sign do not make a company.

People make a company, and People do Make a Difference. And, they can make a business successful – or in some unfortunate instances, very unsuccessful. Accept the responsibility.

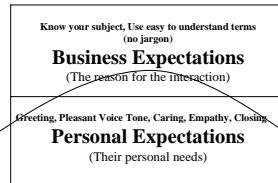
Customer Expectations: Personal vs. Business

Business Expectations
(The reason for the interaction)

Personal Expectations
(Their personal needs)

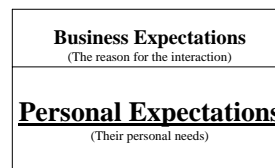
During most conversations, if we treat the Customer well, use good listening skills and meet their needs, both Personal Expectations and Business Expectations can usually be met at the same time.

Customer Expectations: Personal vs. Business



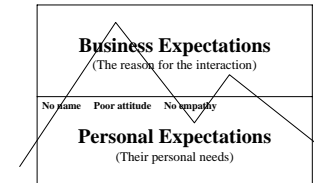
Let's take a look at the ideal Customer conversation represented by a smooth bell curve. We answer with a friendly greeting, using our name. This leads to the business reason for the call. We maintain our pleasant disposition, assist the Customer with their business needs and thank them for calling.

Customer Expectations: Personal vs. Business



When we fall short on meeting the **Personal Expectations** of the Customer, their **Personal Expectations** will become much more important to them. This will prevent us from getting the business taken care of.

Customer Expectations: Personal vs. Business



Let's take a look at a disrupted conversation, represented by a constantly changing line. Perhaps we didn't answer with a friendly greeting, using our name which did not lead to the business reason for the call.

Other Personal Level Communications

- Use their name when appropriate
- Ask the Customer to hold
- Thank them for waiting
- Others?

Involve your teams, get them to build the list

Closing the Call

Tell them it was good to speak to them
Ask them if you can do anything else for them

Tell them you appreciate their business.

Thank them for calling!



Problem Solving too Soon!

Even though we may know the answer or solution... when a Customer has a problem and is upset... and we problem solve too soon we...

- Fail to meet **Personal Expectations** of our Customers by not communicating
 - Acceptance
 - Empathy
 - Understanding
- Don't allow the Customer to be heard or get it all out
- Actually make the call duration longer
- Often ends up escalating the call to a Supervisor call

Some Interesting Facts

- Ninety-six percent of unhappy customers never complain to the company they are doing business with. They just go somewhere else!
- Complainers are more likely than non-complainers to do business again if the problem is resolved satisfactorily.
- The average unhappy customer tells 10 people about his or her bad experience.

Listening Skills ~ 4 Simple Listening Techniques

- Passive Listening
 - This simplest form of listening is useful when you are not being asked information yet want to let your caller know you are paying attention.
 - Phrases like: "Yes, I see, Uh huh." Let the caller know you are paying attention.

The Silence Can Be Deafening!
The sound of keyboard typing is even worse!

Listening Skills ~ 4 Simple Listening Techniques

- Paraphrasing
 - It is most helpful when a caller is telling you a long or complicated story.
 - Communicates understanding of what the caller is saying to you.
 - Restate what you heard, perhaps using different words.
 - To verify or clarify.

Listening Skills ~ 4 Simple Listening Techniques

- Agreement Responses
 - Empathetic Listening Responses will...
 - Communicate Caring
 - Communicate Understanding
 - Communicate Acceptance

The most important of skills when it comes to "What to say to handle Customer Problems!!"

Listening Skills ~ 4 Simple Listening Techniques

- Empathetic Listening Responses
 - "I know what you mean."
 - "Yes, that sure is frustrating." Or what ever emotion the Customer said it was.
 - "I wouldn't like that either."
 - "I'm sure other Customers might feel that way too."
 - "I understand that..." what ever the Customer said it was...

Listening Skills ~ 4 Simple Listening Techniques

- Express a heightened level of concern - When the Customer is really upset!
 - "Oh no, that's terrible!"
 - "That's awful!"
 - "We didn't!"
 - "I'm so sorry to hear that!"Communicates understanding of the severity of the situation. Be sincere!

Listening Skills ~ 4 Simple Listening Techniques

- The important thing is to always address the emotion expressed with Heightened Level of Concern and Agreement Responses.
- Then they will listen to the alarm industry information we need to communicate to them.

Acceptance

What keeps us from accepting how the Customer feels about the situation?

"Being right is what it's all about! Everything else is crap."

Frank Barone
Everybody Loves Raymond



Acceptance

Don't focus on "Right" vs. "Wrong". If you do, you will never accept the way a Customer feels!

"Being right is NOT what it's all about Frank!" "But I love the show."



All Business no Personal!

Lets listen to some calls!

Do you hear the need for some Personal type statements?

Are these Customer Upset?

What do the representatives do?

What should the representatives have done?

Do they work for me anymore?



Real Statements – Real Responses

- **"I can't wait around all night for your technician to call me back!"**
 - "You're absolutely right! I will have him call you as soon as possible."
- **"I hate when I have a false alarm! My neighbors get so upset with me!"**
 - "No one wants upset neighbors. We'll have Service get to the bottom of your problem."
- **"I'm sick of waiting on hold whenever I call your company!"**
 - "I don't like waiting either, let me assist you now and you can get on with your day."
- **"Every thing is so expensive these days, especially your service rates!"**
 - "You have a good point there. Everything does appear to be expensive these days. It may not seem like it, however we do try to keep our rates competitive."

Real Statements – Real Responses

- **"I don't like talking to computers! I much prefer talking to a human being."**
 - "I know what you mean. Other Customers have told me the same thing. We're just trying to be more efficient with automation. I am glad you got through to me. How can I help?"
- **"You people don't care about my safety and security!"**
 - "It sure must seem that way to you based on what's happened. I assure you we do care and we will do all we can to win your trust back again."
- **"Three months is way too long to correct a simple billing problem."**
 - "You're right, three months is way too long. Let me fix this for you once and for all."

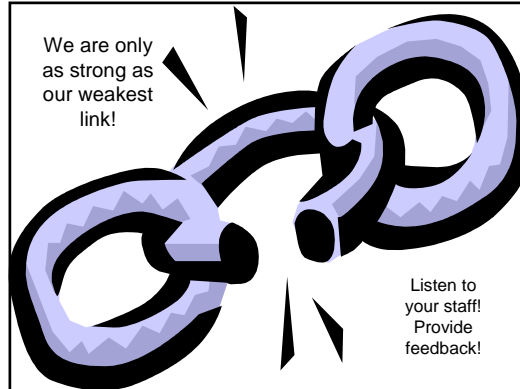
Real Statements – Real Responses

- **The cursing Customer! "You &\$\$@ing people..."**
 - Don't hang up or threaten to hang up..."I can see by the language you're using you are very upset. I really want to resolve your issues for you however, the language makes it difficult for me to focus on your problem."

These are all Personal responses that will meet the Customer's Personal Expectations, communicate caring, empathy and understanding which will help you lead back to the business at hand!

Give it a try!

We are only as strong as our weakest link!



Listen to your staff!
Provide feedback!

Supervisor: _____
 Today's Date: _____
 Date: _____
 Time: _____
 Acc #: _____
 Ext: _____

Quality Monitoring Criteria

Criteria	Score	
	Weight	Y/N
Followed proper computer		
Followed proper dispatch instructions		
Followed special instructions		
Compliance with all regulations		
Was prompt greeting used?		
Did the caller on hold, thanked them for waiting		
Associates call transfers to other depts - relayed pertinent info		
Provided accurate info to customer, technician, and call list		
Used person's name during the call		
Customer appropriate answers to all their messages		
Provided action to be taken or changed customer's request		
Thanked the customer for calling/using our services		
Used proper closing technique (please hold on, etc.)		

Procedure Score: 0

Quantity of Calls	Y	N	Y/N	Y/N
Quantity				
Completion				
Listening Skills				
Professionalism				
Time of Visit				

Quality Score: 0
 TOTAL SCORE: 0

Comments:

Operator: _____