Unit I
Introduction to Basic Customer Service Behaviors and Attitudes
Define the terms
- Customer
- Customer Service
Understand:
- Who is your customer?
- What do they want?
- How are they treated?
- How do you know?
Understanding the Customer Service Standards and Expectations
- Identify typical standards for exceptional customer service
- Examine the core beliefs that underlie the standards
- Identify the dimensions of customer satisfaction
- Learn from customer data

Unit II
Practice Dealing with Difficult Customers
Manage yourself first:
- Maintain self-control
- Manage own emotions
- Understand impact of making assumptions
- Check on stress tolerance
Understand your reaction to the customer who is difficult
- Name the difficulty
- Understand your reaction to the difficulty
Understanding the difficult customer
- Take a fresh look at the customer
- Listen to understand the problem from the customer’s perspective.
- Explore the root cause of the problem with the customer.
- Adopt the customers’ perspective
- Identify what the customer really wants

Unit III
3 steps to overcome difficult customers
- Know how to understand the customer
- Know how to solve problems
• Know how to communicate

What to consider
• The expectations
• The past experiences
• The personality
• The perception
• The culture

Problem solving
• Earn the customers’ trust
• Control your emotions
• Manage the customers’ emotions
• Apply a problem solving model to the customer’s problem
• The anger model and defusing techniques
• Engage the customer in the solution
• Win-Win solutions

Unit IV

Learn Communication Skills when working through customers’ objections
• List the components of a basic communications model
• List and give examples of the main types of communication

Communicate effectively
• Talking in a calming way
• Build a relationship
• Send the proper non-verbal messages
• Understand the problem

Traps and success indicators

Elaborate personal action plan

Reference:

1. Dealing with Difficult People by Robert cava - Firefly Books
2. How to Deal with Difficult Customers by Dave Anderson – Wiley
3. How To Handle Difficult People by Bramson, R – Maanu Graphics