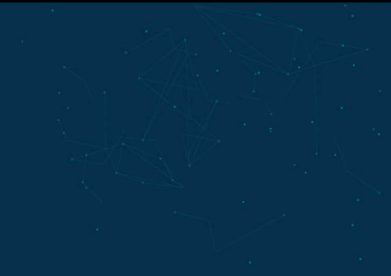


Chapter 1



Episode 1.03

Episode title: **Dealing with Difficult Customers**

Objective:

Appearance and attire is important in the workplace and communicates a professional attitude

Don't argue with customers or be defensive

Avoid dismissing customer problems or being judgmental

Clarify customer statements before moving on to solving the issue

L3's:

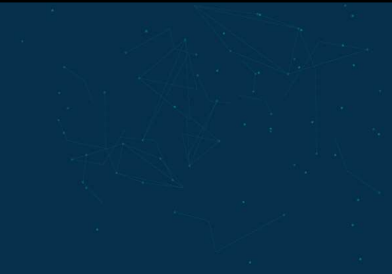
Frequents

Dissatisfieds

Churners

Indecisives

Unrealistics



L3's:

Avoid dismissing customer issues

Avoid being judgmental

Clarify customer statements

Do not share experience via social media outlets

Lower 3rds


Don't argue with customer

Don't act aggressively or defensively

Remain calm and under control

Avoid using computer and technical terms


Actively listen to the client



Frequents

REPORTS A REAL OR PERCEIVED PROBLEM AND IS IMPATIENT AND OCCASIONALLY RUDE.

REMAIN CALM, ACTIVELY LISTEN TO WHAT THEY HAVE TO SAY AND RESOLVE THE ISSUE AS BEST YOU CAN.



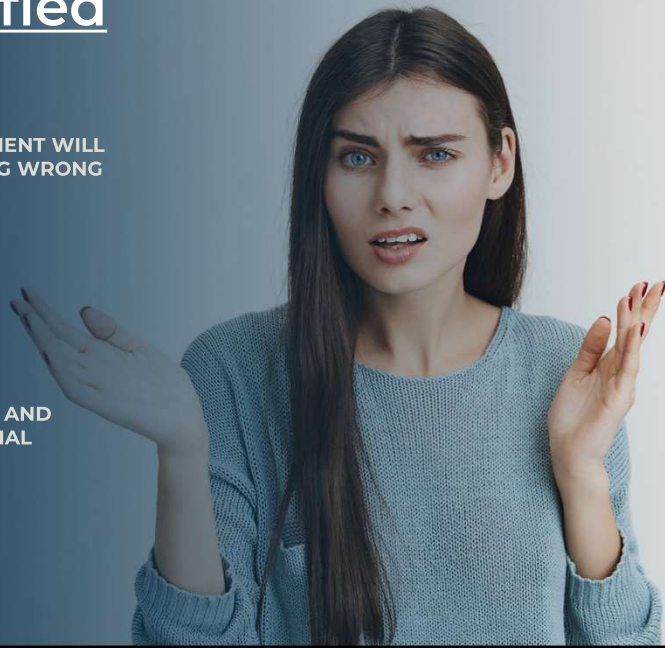
Dissatisfied



THIS TYPE OF CLIENT WILL
FIND SOMETHING WRONG



REMAIN CALM AND
PROFESSIONAL





Churners

CHURNING IS A MARKETING TERM FOR CUSTOMER TURNOVER

COMMUNICATE CLEARLY AND PROACTIVELY AS YOU PROGRESS



Indecisives



KNOWS THERE'S A PROBLEM,
BUT THEY HAVE NO CLUE
ABOUT HOW TO DESCRIBE IT



USE NON-TECHNICAL
LANGUAGE TO ASK AS MANY
CLARIFYING QUESTIONS





Unrealistics

DISSATISFIED BECAUSE THEY
WANT THEIR PC OR
EQUIPMENT TO DO MORE
THAN ITS CAPABILITIES



CLEARLY EXPLAIN THE SCOPE
OF YOUR SERVICES. IF NEEDED,
INVOLVE YOUR MANAGEMENT.

