

[WBI] Peeling the Onion Technique

RELEASE THE
SURFACE LAYERS...



...REVEAL WHAT'S
HIDDEN WITHIN

- Customers may have multiple reasons for canceling, and peeling the onion initially allows us to uncover all the factors that led to their decision.
- Once a reason has been identified, we ask further questions to uncover the root cause of that reason—essentially peeling back the layers.
- After identifying the root causes of all reasons, we can determine which pain points are the most important to address, as it's not ideal to try to resolve every single issue.
- For an existing customer, if they express satisfaction with their current SEO service but mention they're not seeing as many conversions, peeling the onion would involve asking questions to uncover whether the issue lies in missed calls or difficulty in booking appointments. Based on their answers, we can offer services like 411 Connect (a call answering service) or an online booking system to help convert leads into customers more effectively.

Objectives

By the end of this training, representatives will be able to:

- ☐ **Understand why customers cancel:** Representatives will learn how to find out both the obvious and hidden reasons behind a customer's decision to cancel.
- ☐ **Ask helpful follow-up questions:** Representatives will be trained to ask questions that help uncover all the reasons for cancellation, moving beyond the idea that all cancellations are because of bad results.
- ☐ **Find out the real reasons:** Using the "peeling the onion" method, representatives will gather important information to understand both the main reason and the deeper causes of the cancellation before suggesting solutions.
- ☐ **Understand why customers need more services:** Representatives will learn how to ask the right questions to identify if the customer is facing challenges like missed calls or low conversions, even if they are happy with their current service.
- ☐ **Peel back the layers to uncover hidden needs:** By using the "peeling the onion" method, representatives will explore deeper reasons for the customer's situation, allowing them to offer services that best meet the customer's evolving needs.

Uncovering Multiple Reasons for Cancellation:

- ❑ Customers typically don't cancel due to a single instance or issue.
- ❑ DQs help determine what aspect hurt the customer the most.
- ❑ Focus on uncovering the primary pain points that greatly influenced the decision to cancel, emphasizing the 1-3 most significant reasons.
- ❑ Avoid dedicating excessive time to uncovering reasons that did not impact the decision significantly.
- ❑ By understanding these multiple reasons, we gain insight into the customer's decision-making process and can tailor problem solutions accordingly.
- ❑ It's crucial not to jump into problem-solving mode immediately when a customer cites a reason for cancellation.
- ❑ Once major pain points are uncovered and the primary cancellation reason (hurt the most) is identified, subsequently, the agent should inquire further to uncover the root cause of the problem by asking questions aimed at peeling the onion and revealing more details prior to problem-solving.

Factors leading to cancellation could be :

- ★ Changes in what the business needs [Seasonal, Overbooked]
- ★ Problems with customer service. [Over Promise - Under Deliver]
- ★ SEO knowledge [Example - Ownership of Listing]
- ★ Feeling confused when other companies pretend to be 411
- ★ Unrealistic timeline of expectations regarding campaign performance
- ★ Inaccurate information listed on the business listing
- ★ Lack of timely updates or communication from 411
- ★ Billing misunderstandings or discrepancies
- ★ Personal circumstances prompting the need for listing cancellation

DO's and DON'Ts:

Do's	Don'ts
When asking questions, you should sound genuine by being enthusiastic and interested to understand their business, including the reason for the cancellation.	Do not sound that you are interrogating them
Whenever you get replies from the customers you should always acknowledge (don't always apologise)	It is not a checklist so do not sound like you are reading a script
Ask focused questions about a single cancel reason to understand how the issue arose or why the customer had specific expectations.	Avoid probing about expectations of results if the customer hasn't mentioned them as a cancellation reason, as it suggests they may not be a significant factor in their decision.
The questions that you are asking should be relevant to what you are trying to get a deeper understanding about,	Refrain from apologizing for every reason shared, as it could imply fault. Reserve apologies for situations where a mistake by 411 is identified and validated, such as incorrect details on the site or technical issues.
<p>Ensure the questions you ask help in Gaining a deeper understanding, probing for details on the customer's feelings or thoughts.</p> <p>Explore their expectations, assessing whether they were realistic or unrealistic. Delve into areas such as expectations, service quality, and technical issues.</p>	Avoid rushing through the process by skipping follow-up questions or not allowing the customer enough time to articulate their concerns thoroughly.



- ★ [\[WB\] Peeling the Onion Technique - WHY Customers Cancel - \(Role Play Scenarios\)](#)

Links:

- ★ [WHY CUSTOMERS CANCEL - Fast Wheel of Reasons](#)
- ★ [411 Retention Process Steps](#)
- ★ [Peel back the onion - explained - \[Video\]](#)
- ★ [Peeling the Onion - True Objection behind - Cannot not afford \[Video\]](#)
- ❖ [Peel the Onion - Certification - Shortlisted Reasons - FAST WHEEL](#)