

Handling Emotional Customers

Exchanging information

Ending

Outcome-first attitude

Appropriateness, Accuracy
Accountability, Responsiveness

Accountability

Tone of Voice

Confident & approachable
Just right for speed, calmness & control,
pauses, pitch & intonation, loudness, diction,
energy level

Confident & approachable
Calmness & control

Choice of Words

Structured & organised
Positive phrases (not trigger words),
Active voice (not passive)

Personalised & contextualised

Listening Skills

Empathetic listening as emotion escalates

Empathetic listening if customer continues to vent
Active listening to assess if customer can continue
+ other area(s) to assist with

Probing Skills

Open-ended questions to fact-find
& give careful consideration
Leading questions to assess customer's
opinion / view

Summarise
Ask customer to paraphrase for next steps
Ask customer to affirm agreement with a closed
ended question