

# Practise the 3Rs technique with your emotional customer

## Passive

### Repeat Content

- ◆ Use what's said to probe for more info

### Rephrase Content

- ◆ Paraphrase to ask open-ended questions & encourage sharing

### Reflect Feelings

- ◆ Pace the conversation, so your customer does not feel rushed by you to share.
- ◆ If passiveness escalates, ask customer if the conversation is going well & if there are areas you may have missed to discuss.

### Take note of these

- ◆ Do not forget to moderate your energy level to encourage informative sharing.
- ◆ Do not be impatient.
- ◆ Do not forget to build rapport

# Practise the 3Rs technique with your emotional customer

## Talkative

### Repeat Content

- ◆ Process & use what's said to focus on key points

### Rephrase Content

- ◆ Paraphrase to ask closed-ended questions to structure a concise conversation

### Reflect Feelings

- ◆ Chunk the conversation into structured parts, so you & your customer take turns to listen & speak.
- ◆ If talkativeness escalates, interrupt customer politely to paraphrase key points & regain control.

*E.g. "Let me just jump in here & clarify that you're saying ..."  
"Do stop here for a bit so I check my understanding that you're saying ..."*

### Take note of these

- ◆ Do not forget to moderate your energy level to pace & not unnecessarily lengthen the conversation
- ◆ Do not forget to build rapport

# Practise the 3Rs technique with your emotional customer

## Demanding

### Repeat Content

- ◆ Process & use what's said to clarify customer's expectations & key points

### Rephrase Content

- ◆ Paraphrase to ask open-ended questions to structure a conversation to gain clarity

### Reflect Feelings

- ◆ Pace the conversation, so you lead to ask questions to gather info, beyond understanding demands.
- ◆ If overbearingness escalates, exercise silence & pauses to exude composure & regain control.

*E.g. "[silence as customer vents] + [a short pause after he / she is done]  
Thank you for sharing. There is a lot you want to share, and there are actions you want us to take. I'm listening to you. At this point in time, am I able to ask you some questions about ...?"*

*"[silence as customer vents] + [a short pause after he / she is done]  
If you do not have more to add for what you've just shared, I'd like to find out ..."*

### Take note of these

- ◆ Do not respond with displeasure or be flustered
- ◆ Stay composed, organised & firm
- ◆ Do not forget to build rapport

# Practise the 3Rs technique with your emotional customer

## Angry

### Repeat Content

- ◆ Process & use what's said to focus on root cause & key points

### Rephrase Content

- ◆ Paraphrase to ask open-ended questions to structure a conversation to gain clarity

### Reflect Feelings

- ◆ Pace the conversation, so you pay attention to the emotional part.  
You may / may not apologise to customer at the start of the conversation.

*E.g. "I'm sorry for the inconvenience you've encountered. I'm sorry you've had this unpleasant experience."*

*"I understand how difficult it must have been, and the frustration you felt. I really appreciate you for getting in touch and letting us help with resolving this challenging situation."*

- ◆ If anger escalates significantly during the conversation, ask customer if it is preferred to continue at a later timing.

*E.g. "I'm concerned that this conversation may be making you feel worst off now. Would you prefer to just take a pause and for me to call back later in the day?"*

*I sensed that you're getting upset and I don't want to make you feel lousy. May I suggest that we talk later in the day?"*

# Practise the 3Rs technique with your emotional customer

## Angry

**Take note of these**

- ◆ Do not take it personally nor be overwhelmed with own emotions
- ◆ Keep calm & stay professional