

GLOSSARY



De-Escalating Intense Situations

With Myra Golden

Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
ACT statements	A strategy used to respond to customers who have made an impossible request; stands for “acknowledge the issue, express care or concern, and transition to the next steps”
bait tactics	The practice of saying something to someone just to get them to react in order to take the power and control the situation
positive positioning	Delivering a message in a positive way and in such a way that minimizes a negative reaction
Q-Tip Therapy	A strategy to help reduce the potential for taking things personally when a customer is unreasonable or angry; stands for “quit taking it personally”
reframe	To move the focus from what is wrong to what you plan to do about the problem
transparency	The practice of painting a clear picture of what may happen to reduce the tendency of customers to make assumptions
USA	The “understanding statement, action” strategy in which you attempt to convey to a customer that you understand their problem or frustration and let them know that if you can’t help them, you’ll let them speak to a supervisor