* Identify the strengths and weaknesses of his performance.
* Highlight the points when the agent handled the call poorly.
* Show how the agent should have handled or answered the client.
* Create a lecture video or an instructional video. (Limit to 5-8 minutes)
* Support your arguments and/or pointers with the principles and concepts we have discussed during classes

Hello I’m Jane, today let’s analyze the performance of this customer service agent in dealing with an irate customer.

In assisting a customer over the phone there are at least five to seven basic steps that one must need to do and remember. If you’re in a call and assisting a customer and you find yourself getting lost, these steps will help you get back on track. These steps will also help us how to handle a call with an irate customer, properly. So let’s begin! The first step is to open the call.

Now let’s listen to the recording.

Okay, how do we properly open a call? First, you state a greeting, “hello, good morning, hi”, and then thank you for calling \*company’s name\*, and then how may I help you today. You don’t have to strictly follow this script just like the agent in the recording as long as you greet them politely and you state the company’s name. You are free to create your own opening spiel. If you want to know, I personally went by “Hi, thank you for calling customer service. You’re speaking to jane, how may I help you today?” The key is to be polite which I think the agent in the recording didn’t manage to do or this might be because of cultural differences. Americans tend to be more direct. Okay, let’s continue listening, usually, this is where the concern of the customer is being stated.

After listening to the customer’s concern, the next step and I think the most important to remember is to assure, empathize or apologize depending on the situation. You assure when a customer is only asking for answer to her question, for example: “sure I’ll be more than happy to help you”. You apologize when it is clearly your company’s fault. For example, “I see, I am very sorry for the inconvenience. Do not worry I’d be more than willing to assist you”. You empathize with your customer when it’s not your company’s fault. It goes along in the line of “Oh, I’m so sorry to hear that, that must be really hard for you” and then you politely explain to them that it’s not your company’s fault or it’s not within the jurisdiction of your company, however, you can help them by guiding what is the best option to take as of the moment or you suggest other alternatives to solve the concern.

In the recording, it’s a great mistake that the agent didn’t empathize with the customer’s concern. The customer knows that the company might can’t do anything about it but the customer needs someone to tell her why is it happening, what to do next.

The agent could also ask the customer what solution they want to the problem and see what the company can offer from that.

Although the agent did offer the customer an alternative and apologized in the end, the agent’s way of constructing their language and the intonation of their speaking is what makes the irate customer more irritated. “it’s not hoping, it’s fact” this could have been reconstructed as “Yes, ma’am as our valued customer and as per regulations we can give you a free of charge of the shipping fee but you still have to wait for days. However, if you think you can’t wait, you can always have the option to cancel your order and then we could give you a full refund. Is this alright? Again, I am very sorry that this happened to you”

To avoid situations like this aside from doing step 2 properly, one must really have to mind their way of speaking. The agent shouldn’t have made it seem like they just offer the solution because the customer pressured them to do so. It’s like blaming the customer for raging instead of assuring them.

Alright, the recording has already ended but let’s continue discussing the steps. Step 3 should be confirming the customer’s account which in this situation are already confirmed. Step 4 should be asking or probing relevant questions. After that, step 5 is when you solve the problem or answer the question. Steps 2,3, 4 and 5 can be done interchangeably or simultaneously like in the recording as long as these steps are incorporated in the call. You can’t help a customer without confirming their account if it involves a solution like refund or replacing the product. You can probe questions or not depending on the situation. Step 6, after solving their problem, always make sure to offer additional assistance. This is also important because it will make your customer feel heard and important. In the recording, the agent didn’t have the chance to offer more since he handled the call poorly and making their customer too angry to the point of ending the call. And lastly, the last step in assisting a customer over the phone is to close the call which again the agent in the recording didn’t get to do. It goes along in the line of “Thank you for calling \*company’s name, have a good day”

I think this is all, I hope you guys learned something today. See you and stay safe.

Activity2

Interview a person/client who had been an angry or dissatisfied customer.  
  
Guide Questions:  
1)What  
were the causes of dissatisfaction or anger towards the service?  
2)How did the agent handle his/her call?  
3)Was the client satisfied with how the agent handle the situation or call?

* What were the actions of the agent that made the client satisfied?
* What were the actions of the agent that made the client dissatisfied?

4)How would the client want the agent to handle the call and his/her issue?  
5)Create a video about your findings and your realizations/generalization.

So according to the participant she was very nervous at that time because the item is not cheap and did cost a lot of money and it was also their first time buying online with that cost that much so imagine their anxiety when they received the wrong item. They might have felt that she was scammed but thankfully her agent handled the situation professionally that it made her feel reassured. From the interview. The agent was accommodating and apologetic since it was their fault. The solution in their situation actually gave me an idea of how to handle situations like this where the item that the customer wrongly received doesn’t cost that much, so we could just give it to them instead of making them do all the trouble returning the wrong item as a compensation for the inconvenience. With that kind of service, it is no doubt why the participant was satisfied.