

Handle and Manage Difficult Customers

By Adrian Choo

BACKGROUND

Organisations depend on customers for sustainable existence, growth and success. In today's competitive and complex business environment, customers are more knowledgeable and aware of their rights, as well as negotiating powers over companies. In this course, participants will learn about some common profiles of difficult customers, and develop strategies to better manage and win over the hearts of customers to enhance customer relationship management and loyalty.

COURSE OVERVIEW

Recognise the common profile of negative and difficult customers:

- Identify the common types of difficult customers
- Recognise symptoms and signals of difficult customers
- Identify various triggers of each profile of difficult customers
- Select the appropriate response in handling difficult customers taking into consideration diversity in areas of age, gender, race and nationality

Handle confidently difficult customers

- Acknowledge and apologise to customer politely
- Confirm details of referred complaint.
- Use active listening and questioning skills to uncover customer issues and problem areas
- Establish mutually acceptable resolutions to complaints within own limits of authority and according to organisational customer service policies and procedures.
- Assure customer that appropriate actions will be taken to resolve the complaint.
- Use effective communication techniques to develop rapport with the customer and consolidate customer confidence.
- Implement agreed actions and follow up with customer until complaints satisfactorily resolved.
- Follow organisational procedures if customer would like to escalate complaint to higher authority.

Apply confidently engagement strategies to defuse the situation :

- **Calm** : Calm yourself down before engaging client
- **Assure** : Demonstrating concern and empathy when engaging client
- **Listen** : Actively listen to identify root cause and determine profile of customer
- **Mend** : Based on information received proceed to resolve issues to customer
- **Sincerity** : Demonstrating sincerity throughout the process

LEARNING OBJECTIVES

At the end of the programme, participants will be able to:

- Recognise the common profile of negative and difficult customer
- Handle with confidence difficult customers
- Apply positive engagement strategies to defuse challenging situations
- Restore and recover customer relationship

LEARNING METHODOLOGY

The course will be activity-based including interactive with experiential and accelerated learning. Participants will be engaged in group discussions, role plays and case studies for optimal learning and maximum results.

TARGET AUDIENCE

Equip participants with the skills to understand challenging customer behaviours and deal with them effectively. Participants will better appreciate the reasons that drive customer behaviours and develop an issue focused mindset to deal with difficult situations.

COURSE DETAILS

Course Fees : S\$599.00 (no GST)
Course Duration : 1 day

Any further enquiries, please contact us at
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