

# When Unhappy Customers Strike Back on the Internet

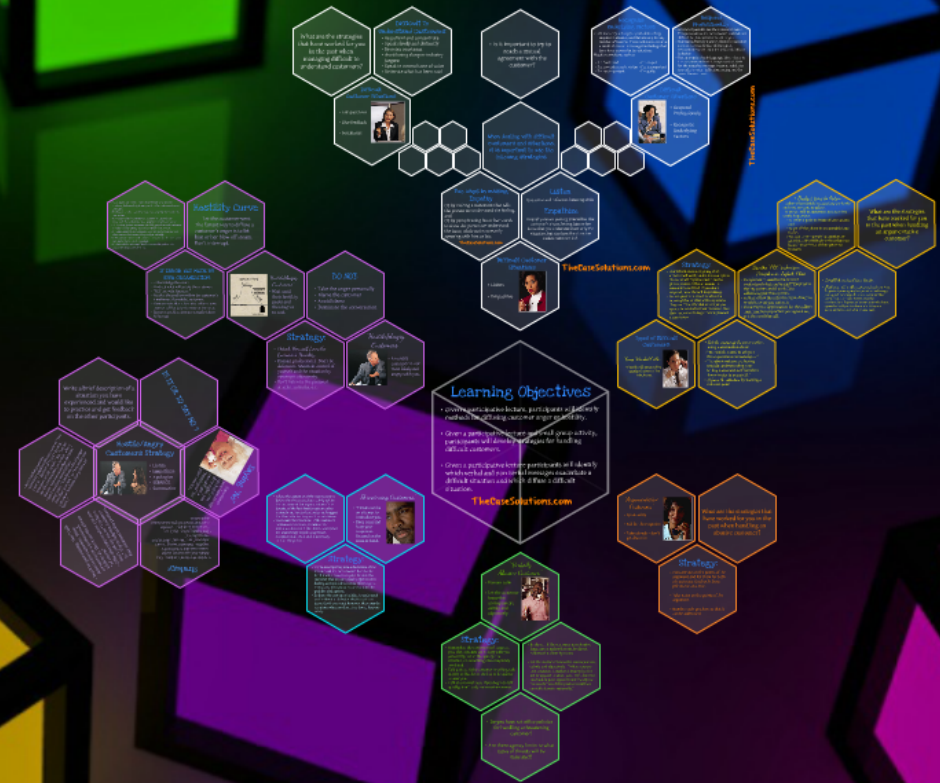
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Presented By:

- Ms. Jennifer Umali
- College Instructor
- University Of Makati



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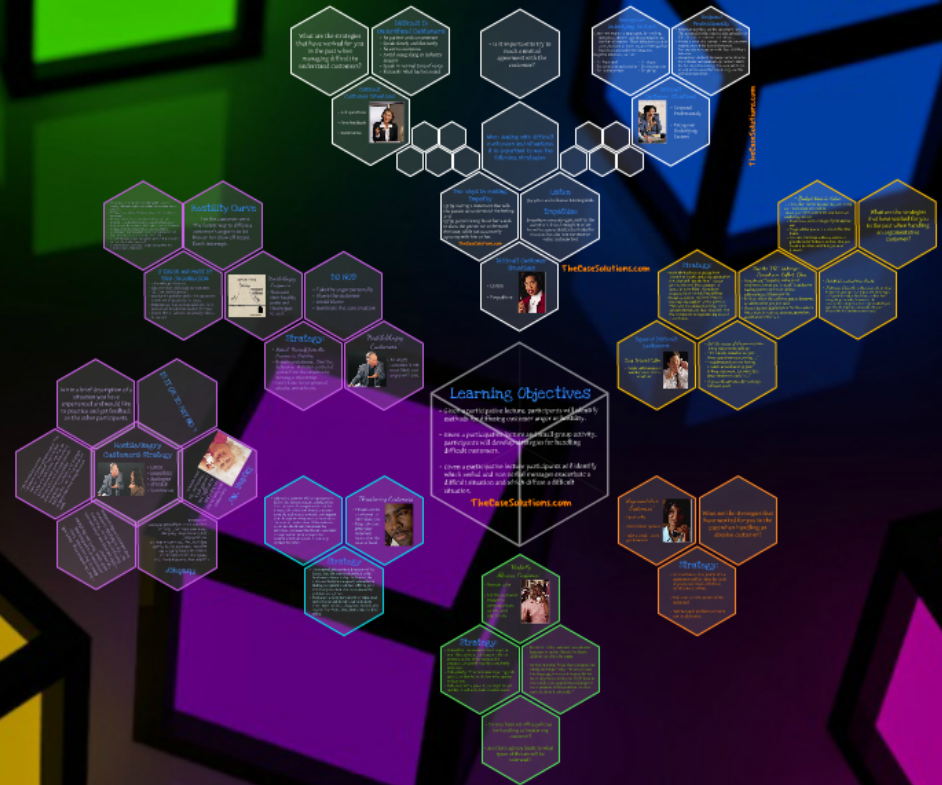
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*Handling "Angry Customers"*

- An angry customer is not most likely not angry with you.

*Types of Difficult Customers*

*"Long-Winded Caller"*

- People will monopolize another's time on the telephone.

# Learning Objectives

- Given a participative lecture, participants will identify methods for diffusing customer anger or hostility.
- Given a participative lecture and small group activity, participants will develop strategies for handling difficult customers.
- Given a participative lecture participants will identify which verbal and non verbal messages exacerbate a difficult situation and which diffuse a difficult situation.

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*Handling "Argumentative Customers"*



*"Argumentative Customers"*

- Speak softly
- Ask for their opinion
- Take a break – don't get drawn in



When dealing with difficult customers and situations, it is important to use the following strategies.

**Two ways in making Empathy**

(1) by making a statement that tells the person we understand the feeling, and  
 (2) by paraphrasing his or her words to show the person we understand the issue, while not necessarily agreeing with him or her.

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**Listen**

Use active and reflective listening skills

**Empathize**

Empathy means putting yourself in the customer's shoes, letting him or her know that you understand not only the situation, but also how the situation makes customer feel.

**Difficult Customer Situations**

- Listen
- Empathize



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- Don't answer the phone directly
- Do not interrupt
- The appropriate time to answer a call



## Recognize Underlying Factors

Customers may act angry, upset, demanding, impatient, abusive, and threatening for any number of reasons. These behaviors occur as a result of one or more negative feelings that have been aroused in the situation.

Negative emotions, such as:

- I'm frustrated
- I'm powerless and a victim
- I'm not important
- I'm stupid
- I'm incompetent
- I'm guilty

## Respond Professionally

- Whenever possible, use the customer's name. This personalizes the conversation and makes it difficult for the customer to attack you.
- Maintain a friendly manner. Show the customer respect, even in the face of disrespect. Demonstrate no reaction in the face of difficult behavior.
- Use appropriate body language. Move closer to the customer and maintain eye contact. Listen for the unspoken message. Focus on subtleties in a caller's voice—inflection, pacing, and the overall tension level.

## Difficult Customer Situations



- Respond Professionally
- Recognize Underlying Factors