Customer Relations and Difficult Behavior

Course Description: This 8-hour course covers customer service fundamentals that are an essential part of any profession which deals with the general public, so acquiring effective tools for interacting with customers and clients is vital for any employee or supervisor. Most times we can avoid or minimize our interactions with difficult people, but sometimes they are unavoidable. The best way to handle difficult people/customers is to be aware and prepared for their behaviors and develop strategies for dealing with them.

Target Audience: Customer service representatives, technical and support personnel, field service representatives, account managers, credit and billing specialists, small business owners—as well as managers who want customer service training in order to reinforce their skills and train their staffs.

Delivery Method: Classroom-style lecture with PowerPoint slides and in-class group exercises and discussions to encourage questions and participation.

Course Outline:

Provide quality customer service
- Customer service – What is it? Group exercise
- A Matter of Perspectives/Understanding different perspectives
- Quality customer service

Identify difficult customers
- Sources of Hostility
- Greeting the customer
- Communicate for understanding
- Communicate expectations
- Actively listen – Key components and exercises

Effectively defuse difficult situations
- Types of Difficult Behavior
- Developing Empathy
- Is the customer right? Group exercise

Develop a plan for handling difficult situation
- Defusing Difficult Behavior -Video Analysis
- Role Play – Practicing for Effectiveness

Share experiences (good and bad) with others
- Debriefing for Effectiveness

Textbook: None; handouts will be provided.