

Welcome

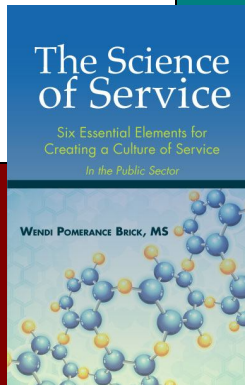
Wendi Brick, Founder and Principal

A recent article in the *Wall Street Journal* highlighted that the number of angry customers a business or organization encounters regularly is increasing.

Assisting an angry customer is difficult. Prepare your staff with conversations, training, and practice to help get them comfortable with these types of interactions before they face one. It is also helpful to draft scripts for the most common types of angry customer situations.

Knowing how to stay in control of an interaction with a difficult customer is important. People get angry because they have a vested interest in the situation. This is a perfect opportunity to turn that passion around with the goal of creating a loyal fan for life.

Offering great service is much more than a so-called "soft skill." It's a science, and it's key to your continued success.



CSA News

12/03/10: Book Release & Signing Event!

"*The Science of Service: Six Essential Elements for Creating a Culture of Service in the Public Sector*"
See www.theCSAedge.com for more information

11/16/10: Key Note

Executive Women International
Tips to Create a Great Service Experience
See: www.ewisandiego.com

01/07/11: "The Science of Service: Making The Six Essential Elements Work For You"
Carlsbad Chamber of Commerce
See www.Carlsbad.org

Working Successfully with an Angry Customer

Working with difficult or angry customers, or customers in difficult situations, is hard on service providers. Quickly cool things down with these easy tips.

1. If someone gets angry, control your first reaction to get defensive. The anger is generally not about you, it's about the situation. Take it *professionally*, not *personally*.
2. Use the **H.E.A.T** Method
 - ◆ **H.** Hear them out. Actively listen.
 - ◆ **E.** Empathize. It is likely really a difficult situation. Maybe you can see why the customer is upset or angry.
 - ◆ **A.** Ask questions so you understand the situation. Sometimes when people are angry, they aren't as clear in their explanations.
 - ◆ **T.** Take responsibility to resolve the situation.

Difficult Interaction - Sample Script

"Good Morning, thank you for calling X, my name is X, how may I help you?"

(Customer lays into you right away)

"Oh, I see. Yes, I understand. OK, tell me more. Yes. Uh huh. That would be a difficult situation. I apologize for that inconvenience. Let me ask a few questions so I can start to fix this. Now, when you said..."

Check Out Our New Video on YouTube!
Search for "TheCSAEdge" or "Wendi Brick"

Please contact us today to see how **CSA** can help your organization maximize your customers' experience

1.760.445.6550 / info@theCSAedge.com /  [@theCSAedge](https://twitter.com/theCSAedge)

We look forward to hearing from you!