

“The variety and content of the ICMI seminars are invaluable to taking your call center to the next level.”

*Reye Kenney
Telecommunications Director,
Hagerty Insurance*

COURSE PRICE

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\$795

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The frontline agent’s in-depth study of the techniques used to identify and diffuse difficult customers and to find the best solutions to turn a dissatisfied customer into a satisfied one.

Handling difficult customers is one of the most challenging stressful tasks performed by frontline contact center agents. Through ICMI’s Managing Difficult Customer Contacts course, agents will learn strategies and practice skills that will help them diffuse difficult situations and decrease customer dissatisfaction by finding the best solution for the customer and the company.

Regardless of how the agent feels, each customer deserves great service. Agents will learn the key phrases that convey empathy and demonstrate the organization’s commitment to building customer relationships. Agents start with identifying the three types of difficult customers. They’ll explore the events, triggers and actions that result in an unhappy customer and how to take the “un” out of unhappy.

Next, agents will learn and practice a system of managing difficult customers beginning with the five keys to being an effective listener. They’ll learn to control the call using questioning techniques to gain the details needed to discover what is making the customer unhappy and then guide the customer to a solution. Even when the agent can’t say “yes” to an unhappy customer, they’ll be prepared to use the HELP model to avoid escalations.

Finally, agents will explore the ways to recognize customer stress and tips on how to diffuse it. Most importantly, they’ll learn five vital skills for managing their own stress, plus receive 90 more stress-busting ideas in their course materials.

Designed for frontline contact center agents who often take calls from customers who are angry, frustrated or dissatisfied, and who need strategies for:

- Identifying the three types of difficult customers.
- Listening and empathizing more effectively.
- Recognizing and handling abusive callers.
- Responding to customers with positive language to meet their needs.
- Demonstrating commitment to solving customer concerns.
- Determining the best solution for the customer and your company.
- Expressing appreciation of the customer, even when they are dissatisfied.
- Managing their own stress and help reduce the stress of customers.

COURSE OUTLINE

Unit 1: Who Are Difficult Customers?

- ▶ Identify three types of difficult customers
- ▶ Recognize how to handle each type differently

Unit 2: Key Considerations

- ▶ List key considerations when handling a difficult customer contact
- ▶ Describe how to empathize with a customer
- ▶ Recognize how to use positive language to diffuse the situation

Unit 3: Saying “Yes” to Difficult Customers

- ▶ Identify how to provide a creative solution within company guidelines
- ▶ Demonstrate the give and take technique of negotiation
- ▶ Recognize when to educate the customer

Unit 4: Saying “No” to Difficult Customers

- ▶ Use the HELP model to say “no”
- ▶ Describe what to do if the customer does not accept the initial no response
- ▶ Identify why some customers request to escalate
- ▶ Recognize how to avoid requests to escalate

Unit 5: Presenting the Solution

- ▶ Recognize and diffuse the customer’s stress
- ▶ Manage your own stress

About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI’s experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization’s respected lineup of professional services including training, consulting, events, and information resources.