

The Problem with Problem Response

The issue is not the issue
The way the issue is handled becomes the issue.

There are 2 Dimensions to Support Calls – We often fail to focus on the first, and most important, dimension.

1. Psychological
2. Fixing the problem

Connection
(Friendliness and Courtesy)

4 Ways to Connect with Customers

1. Yield to customers
2. Speak in complete sentences
3. Make customers feel smart/good
4. Meet needs customers don't express

Connection Discussion

Imagine it's six months from now. The Bako customer experience is at its best. Friendliness, courtesy and delightful interactions (connection) are what we are known for.

Discuss:

How did we get here? That is, what are we doing/doing differently? Be specific here.

The person in your small group who is wearing the most black will lead this discussion.

Write down the 1-2 best ideas you've heard so far -ideas you commit to adopting and applying.

Recovery

Recovery is about restoring customer confidence and regaining goodwill

Restoring Confidence Takes Three Things

1. Avoid assumptions
2. Understand, then be understood
3. Acknowledge concern

Empathic Listening
(The highest level of listening)

Listen to **tone**, **emphasis**, and **flow**

→ Acknowledge Concern by linking the communication chain

Write down the 1-2 best ideas you've heard so far -ideas you commit to adopting and applying.

De-escalation

3 Steps CEOs and Politicians Use to Pre-empt Escalation

1. Here's what we know
2. Here's what we've done
3. Here's what's next

De-escalation Strategy:

Acknowledge

Reframe

Resolve

SMART Goals for The Best Possible Customer Experience at Bako

S Specific

The technique I will try On Monday

The type of challenge I will focus on for this commitment:

M Measurable

Ways to measure results and maintain accountability:

A Attainable

Situations in which I will apply this technique:

R Relevant

How results of this commitment relate Bako's customer service goals:

T Time Phased

The first action I will take and when I will take it:

The result I expect and when I expect it:

Nice to Know

7 Ways to Acknowledge Customer Concern

1. "I know this must be frustrating for you."
2. "I realize you're upset. I'd like to take a minute to talk about what I think happened and then answer any questions you might have."
3. "Please accept my sincere apology for the misunderstanding this has caused."
4. "This has obviously been a frustrating experience for you."
5. "I'm sorry you've had a frustrating time, but I'm glad you called so that we can research this and determine what has happened."
6. "I realize this has been a difficult experience for you."
7. "I know this seems like it's taken forever, but now you've reached the right person, and I'll take care of this for you."
8. "I want to get to the bottom of this just as much as you do."

Nice to Know

7 Reframing Statements

Here are some reframing statements that recognize customer concern and help customers move on.

1. "We have a situation that has come about from a past issue. I want to now focus on what we can do to fix this for you."
2. "If I were in your shoes, I think I'd feel just as you do. Now, let's see what we can do to fix this."
3. "We want to get to the bottom of this as much as you do."
4. "Rest assured; I will do all I can to fix this for you."
5. "I certainly understand your concern. Let's take a look and see what's going on."
6. "This is no more acceptable to us than it is to you. Let's take a look at what's going on here."
7. "I will do my best to take care of this for you."

Notes