

Practice Feel, Felt, Found

What's a situation where you can't give the customer what they want? Here are some examples from my clients, where what the customer wants can't be done:

- Emergency reinstatement of suspended driver's license so the person can drive their sick child to doctor's appointments.
- Letting a person who was recently identified (through contact tracing) as being exposed to COVID-19 (regardless of test result) board a flight.
- Waiving a new independent contractor's fee after the first contractor no-showed.

The above scenarios are real and a real challenge for employees because customers push back.

Here's how I advised my client in the request for emergency driver's license reinstatement:

*"First of all, I'm sorry to hear about your son's illness. Thanks for sharing that with me. I know if I were in your shoes, I'd **feel** the same urgency. I've worked with many customers who also **felt** this sense of desperation for a reversal of license suspension. We can't override a suspension, regardless of the circumstance. After working with customers, we've **found** some options that worked well."*

(At this point, my client would suggest options, including applying for free medical transportation service.)

SO, WHAT SITUATION WILL YOU WORK ON FOR THE FEEL, FELT, FOUND EXERCISE? WRITE IT OUT HERE.

01

FEEL

Relay empathy to show the customer you can relate to how they feel. Here are some statements you can adapt.

"I can understand why you'd feel that way."

"I've had other customers feel just as you do."

While you can use the word "feel," you can also imply feeling: "I realize this is frustrating for you."

Write out one sentence that shows your customer you can relate to how they feel about the issue.

02

FELT

Let the customer know other customers have felt as they did. It's important to show customers they're not alone.

"I had another customer who had a similar situation and felt the same way."

You can imply how others have felt - "A lot of people think of our drivers as employees, but they're independent contractors. As independent contractors, we're not able to _____."

Write out one sentence that shows your customers others have felt as they do.

03

FOUND

Show your customer what other customers have found worked as an option. As in the Feel and Felt examples, you can imply "found" or say it.

Write out one sentence that gives customers an option for this situation.