

CUSTOMER SERVICE: TAKING THE HEAT

LEARNING FORMAT: CLASSROOM (ONSITE ONLY) & WEB COURSE

Organizations need to provide superior customer service in order to build customer loyalty and stay ahead of the competition. Service providers, quite often, know how to have a friendly, positive customer interaction but lack the skills to handle an interaction that takes a turn for the worse. The potential to lose business increases when the service provider does not respond appropriately to a dissatisfied customer.

This course equips learners with an important skill set that is essential to providing high-quality customer service. These essential skills will help service providers turn dissatisfied, upset customers into satisfied, loyal ones.

DO YOU FACE ANY OF THESE ISSUES?

- > Do associates lack the skills needed to respond effectively to dissatisfied customers?
- > Do your service providers miss opportunities to engage customers in a way that encourages them to talk about their issues and concerns?

PERFORMANCE OBJECTIVES

Helps individuals:

- > Recognize the business impact of customer retention on their organization.
- > Identify the differences between two types of customers—"walkers" and "talkers"—and explain the importance of encouraging walkers to talk about their dissatisfaction.
- > Apply a set of skills (HEAT) that will enable them to identify and respond to dissatisfied customers.
- > Use a set of best practices for taking the "heat" to turn difficult customer situations into positive interactions.

PRIMARY COMPETENCIES DEVELOPED

- > Communication
- > Gaining Commitment
- > Building Customer Loyalty

SECONDARY COMPETENCIES DEVELOPED

- > Initiating Action
- > Negotiation

COURSE OVERVIEW

- > **Walkers and Talkers:** Learners explore the impact dissatisfied customers have on a business. Through an activity, they are introduced to two different types of dissatisfied customers—walkers and talkers. Participants discuss how important it is to encourage walkers to talk about their problems so they can be resolved.
- > **HEAT Model:** Participants learn how Key Principles can be used to draw out a walker. A self-assessment helps learners identify their strengths and developmental areas when responding to dissatisfied customers. They also learn how the skill set **H**ear them out, **E**mpathize, **A**pologize, and **T**ake responsibility for action helps them meet both the personal and the practical needs of the customer.
- > **HEAT Positive Model Video and Best Practices:** Participants watch a video in which a customer service provider effectively uses HEAT when interacting with a dissatisfied customer. Learners are introduced to the best practices for taking the HEAT. Through an activity, they begin exploring these best practices.
- > **Hot Spots:** Learners participate in a video-based activity in which they act as a consultant to video characters facing dissatisfied customers. Learners take part in an activity in which they take the HEAT in a variety of scenarios.
- > **Skill Practice and Action Planning:** Learners participate in a skill practice and use the HEAT model to respond to a dissatisfied customer. They also discuss how being a service provider can be stressful and learn techniques to manage the stress. Learners complete an action planner, using it to explore how they will use the HEAT model back in their workplace.
- > **Talk or Walk? Challenge:** Learners participate in the game "Talk or Walk? Challenge" to review key learning points and techniques from the session. Working in two teams, they are given a challenge and decide whether to accept it (talk) or pass (walk) in order to accumulate points.

VIDEO SEGMENT SUMMARIES

- > A customer service representative from a bank that has just completed a merger responds to a longtime customer who is having trouble accessing his account.
- > A facilities department representative responds to the concerns of upset associates who will need to temporarily relocate due to upcoming renovation plans.
- > Four segments present situations in which a service provider must respond to a dissatisfied internal or external customer. The video then "rewinds" and shows the service provider taking the HEAT.

COURSE DETAILS

- > **Target audience:** All populations.
- > **State-Fundable:** Yes (onsite only)
- > **Course length:** 4 hours (onsite), 2 hours (web course).
- > **Facilitator Certification:** Certified facilitator required.
- > **Prerequisites:** Communicating with Impact or Communicating for Leadership Success.
- > **Series:** Suitable for all environments.
- > **Optimal Group Size:** 8 to 15. 20 maximum.
- > **Course Prep:** None.
- > **Notes:** Suitable for all environments. Onsite training available in Spanish.

OTHER COURSES TO CONSIDER

- > Communicating with Impact
- > Creating a Service Culture: The Service Leader's Role