

# Angry Customer Communication Techniques

## Call them by name

While they may have different experiences and hardships, customers are people too. In order to make a better first connection call them by name. The first step for diffusing a challenging situation is to build an environment of trust.

## Practice Reflective Listening

Two steps: “seeking to understand a speaker’s idea, then offering the idea back to the speaker, to confirm the idea has been understood correctly.”

## Understand their baggage

If you acknowledge challenges by how you respond back, through your demeanor, and how you listen, the situation will likely begin to diffuse.

## Approach conversation as a first-time experience

The quickest way for your customer exchange to breakdown is to talk down or appear disinterested in your customer’s concerns.



## Break it down

Avoid solving the problem before you know what it entails. The situation is most likely more complex.

## Use Empathy

The ability to take on another's perspective, to understand, feel and possibly share and respond to their experience.

## Stay Calm

When you are in control it adds credibility that you understand the problem and you are there to solve it.

## Take a break

To ensure you stay ready for the next round should it come your way, take a break. Reset your thoughts and focus on how to create continuous positive outcomes.

# Common mistakes in customer interactions

1. Not listening to the customer.
2. Asking irrelevant questions.
3. Getting sidetracked on other issues.
4. Being rude, defensive, or argumentative.



# Atmosphere of Trust

## Customer Observes Empathy

Opportunity to explain  
and be heard

Receives clear instructions  
with options



Clerk waits to confirm  
understanding

Offers continuous help  
during process

**Sets trust environment for future**



Being a good listener is a key component of effective customer service.

Focus on the person as well as the problem. Nobody likes to hear, "I told you so".

Better listening improves customer responsiveness, as customers feel valued and respected when heard and responded to.

It avoids customer crisis as you resolve issues before they escalate and damage your reputation or that of your office.

It encourages customers, as you build trust that creates positive feedback for future service.

# Pay Attention

1. Listening can't even begin to start if you haven't provided the opportunity for customer conversation.
2. First impressions matter. Walking up to a clerk that clearly prioritizes everything, but her customers is a problem.
3. If service is important that fact must be clearly visible to your customers.



# Don't Interrupt

Online support is practically the only way to get help on product problems and service issues.

A common challenge is getting to the point of the problem. Is it the customer issue or the call center checklist?

Many times, the operator reads through a list that doesn't apply to what the customer needs and wants.

Talking over customers often occurs. Hearing the issue becomes secondary causing delays or unresolved issues.



Negotiating is knowing what you can give to gather what you need



Florida Statute allows negotiating money owed

Some money is better than nothing

Closing accounts helps you and your customer

Florida Statute 938.30 (9) *The clerk of the court **shall** enforce, satisfy, compromise, settle, subordinate, release, or otherwise dispose of any debts or liens imposed and collected under this section in the same manner as prescribed in s. 938.29(3).*

