






Imperatives

Identify why customers become dissatisfied with service.



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Identify why customers become dissatisfied with service.

Control your emotions using the STOP method.



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DCBI DELTA CONTROLS BUSINESS INSTITUTE Imperatives

Identify why customers become dissatisfied with service.

Control your emotions using the STOP method.

Apply the STARS method for service recovery.

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DCBI DELTA CONTROLS BUSINESS INSTITUTE Imperatives

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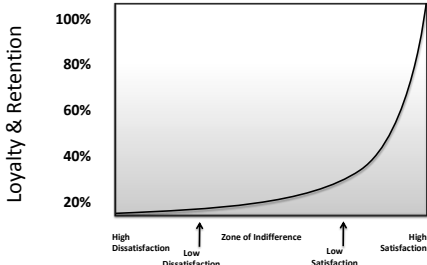
Apply the STARS method for service recovery.

Effectively deal with irate and demanding customers.



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DCBI DELTA CONTROLS BUSINESS INSTITUTE Model



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Realistic Expectations

You take a quick look at a problem and announce "Oh yeah, I see this all the time – shouldn't take very long to straighten this out."



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Realistic Expectations

You encounter an irate customer. What do you do?



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Controlling Your Emotions



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The STOP Model

Signal – look for early warning signals of stress in yourself.

Take control – once you’ve identified the signals you can take control.

Opposite – do the opposite of your early warning signal.

Practice – practice these actions whenever you feel tense.



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Successful Recovery Skills

STARS

Show empathy

Take responsibility

Apologize for the situation

Resolve the problem

Seek the customer’s satisfaction



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DCBI DELTA CONTROLS BUSINESS INSTITUTE Successful Recovery Skills

STARS

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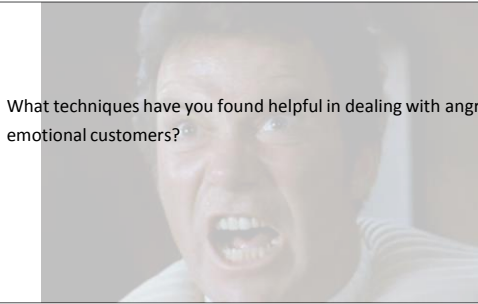


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DCBI DELTA CONTROLS BUSINESS INSTITUTE Irate Customer



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What techniques have you found helpful in dealing with angry, emotional customers?

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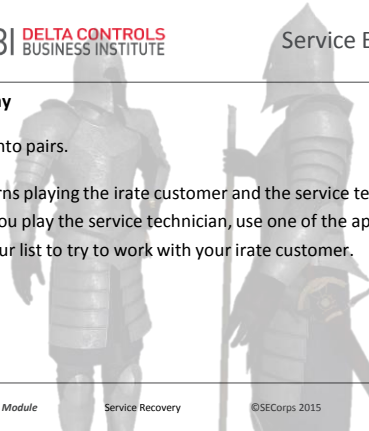
Demanding customers are less explosive than irate customers but they demand immediate action.

How can we demonstrate urgency with a demanding customer?

Handwriting lines for notes.

Role Play

Divide into pairs. Take turns playing the irate customer and the service technician. When you play the service technician, use one of the approaches from your list to try to work with your irate customer.



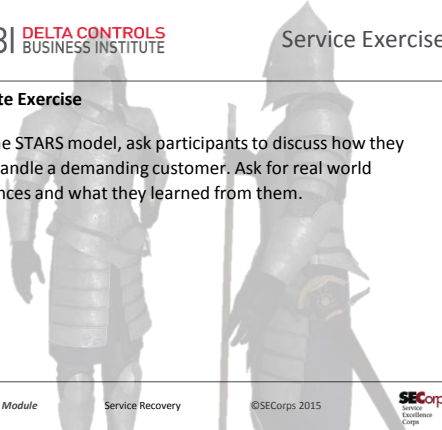
Handwriting lines for notes.



Service Exercise

Alternate Exercise

Using the STARS model, ask participants to discuss how they would handle a demanding customer. Ask for real world experiences and what they learned from them.



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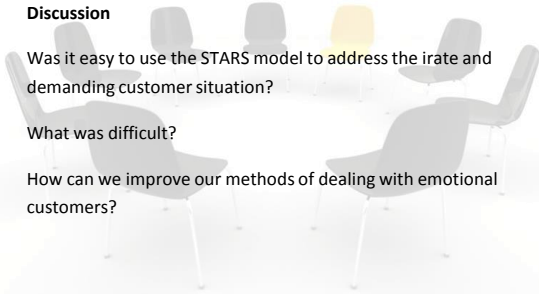
Service Exercise

Discussion

Was it easy to use the STARS model to address the irate and demanding customer situation?

What was difficult?

How can we improve our methods of dealing with emotional customers?



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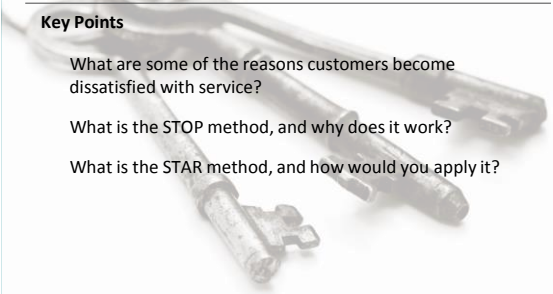
Review

Key Points

What are some of the reasons customers become dissatisfied with service?

What is the STOP method, and why does it work?

What is the STAR method, and how would you apply it?



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