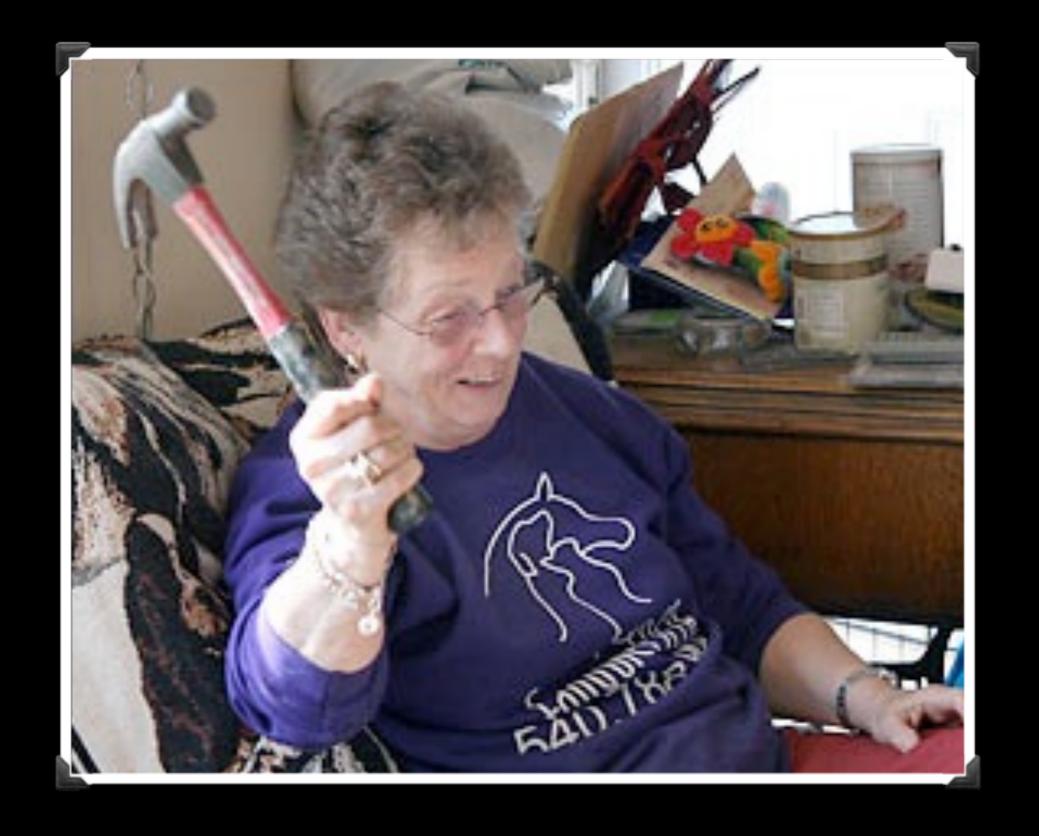
Beyond WOW

How to come out on top when dealing with difficult customers

Myra Golden

Customer Experience Designer

Consumer Vigilante



Mona Shaw

"The Complaint department worker is one of the top 10 most stressful jobs in the US. The level of stress they are subject to is comparable to air-traffic controllers and police officers."

—Newsweek magazine (Stress on the job)

The issue is not the issue.

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How the issue is handled becomes the real issue.

Say what you mean. Mean what you say.

But don't be mean when you say it.



Verbal Aikido

Non-resistance Harmony Assertiveness

Strategically calm down the attack



Acknowledgement

Acknowledge concern

- "I can understand how frustrating it is when...."
- "I realize how complicated it is to...."
- "I cannot imagine how upsetting it is to...."
- "I know how confusing it must be when..."



Be in the here and now

{Perceive and feel}



Reactions

- "Wow"
- "This will make me a better nurse, a better person."
- "Getting old sucks, even if it's just make believe."
- "I didn't realize how insensitive I was with clients."

Force never meets force

Harmonize

Harmonize Blend Listen



Aikido emphasizes quick decisive movements that are used to turn the attacker's energy against him.

"Getting to the bottom of this is just as important to us as it is to you."

Lead

Defuse Take Control Move to Closure

3 Closed-ended questions

Start Stop Continue

Thank you.

Let's connect

- For a copy of today's slides, go to MyraGolden.Wordpress.com
- For questions not answered today, email me at myra@myragolden.com.
- Web: MyraGolden.com
- Twitter: @myragolden
- Blog: MyraGolden.Wordpress.com