

Beyond WOW

How to come out on top when dealing with difficult customers

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“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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issue.

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

Seek first to
understand



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
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- Web: MyraGolden.com
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