

# How to Restore Customer Confidence

Restoring confidence and regaining goodwill in issue handling

**Myra Golden**

Customer Experience Trainer

# 3 Truths & a Lie

1. I have run a half-marathon
2. I was named a “Rising Star” by a travel industry magazine
3. I was born in Georgia
4. I love mushrooms

What is the best problem  
response experience you've had?

The person with the most siblings will lead this discussion

What is the worst problem  
response experience you've had?

(Large group discussion)

The issue isn't the issue.

# The issue isn't the issue.

The way the issue is handled becomes the issue.

[www.davecarrollmusic.com](http://www.davecarrollmusic.com)

United Breaks Guitars



Call gone bad



**On Aug 28, 10:54 AM, Myra Golden wrote:**

*I just received my very first Blue Apron order. To my disappointment, the gold lentils bag had a small hole in it and many of the lentils spilled in the box. Additionally, one of the heirloom tomatoes is rotten.*

**Blue Apron Response received On Aug 28, 11:42 AM**

*Thanks for reaching out about this issue, Myra.*

*I'm so disappointed to hear that your lentils spilled during transit. I hate to think that you won't be able to fully enjoy your meals, and had this mess to clean.*

*I've sent your feedback over to my Quality team -and this feedback will help us ensure that this won't happen in the future.*

*I wish I could help clean this up myself, however, as an apology, I've applied a credit for \$19.98 toward a future order. To see this credit reflected on your account, you can click on the calendar date for your upcoming order in the "Delivery Schedule" section of the "My Account" page on our website.*

*I know this isn't the same as receiving a perfect shipment in the first place. However, I hope it can still give us the chance to show you a better experience.*

*Thanks for cooking with us,*

*Tori*

*Blue Apron Customer Experience Team*

[www.blueapron.com](http://www.blueapron.com)

# 2 Dimensions of Issue Response

- Psychological
- Fixing the problem





# Harmonize



# Getting in Harmony

1. Empathy
2. Restoring confidence
3. Verbal Aikido

(Plus, special attention to social interactions)



**Empathy**

# 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.”*







# 4 Qualities of Empathy

## Discussion

Bottom of page 1





**Restoring  
Confidence**



# What It Takes to Restore Confidence

1. Courtesy
2. Apology
3. Justification
4. Urgency
5. Resolution
6. Compensation



Lack of urgency on Seinfeld



# Steps 1-4 are the psychological dimension

QVC mastered the psychological dimension with me.



**Info:** Welcome to QVC's live chat service. This is 'Kathi P'. How may I help you?

**Myra Golden:** Hi Kathi. Can you tell me the status of my return of the Canon HV30 camcorder?

**Kathi P:** Thanks for waiting.

**Kathi P:** I'll be glad to check for you.

**Kathi P:** Thank you for waiting while I check on this for you.

**Kathi P:** Thanks for waiting.

**Kathi P:** I appreciate your patience.

**Kathi P:** Ms Golden, I'm so sorry the Canon Vixia HV30 MiniDV HD Camcorder hasn't been processed as of yet. I know you're anxious to have this completed. The return processing time can take up to 17 days from the date an order is returned to QVC. I hope your item is processed soon.

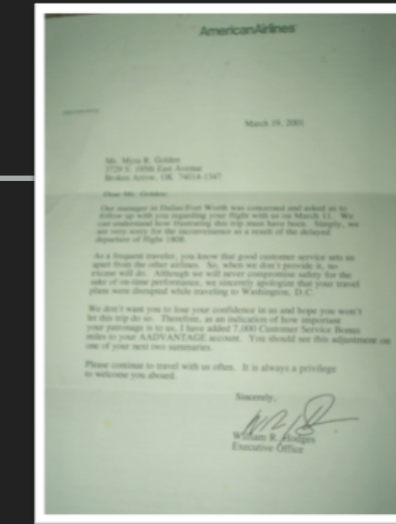
**Myra Golden:** Thank you.

**Kathi P:** You're certainly welcome, my pleasure! Have a wonderful day and please don't hesitate to contact us anytime, we're always glad to help.

**Info:** Your chat transcript will be sent to [myra@myragolden.com](mailto:myra@myragolden.com) at the end of



Customer Recovery using the  
psychological dimension steps  
**a letter from AA**



Our manager in Dallas/Ft. Worth was concerned and asked us to follow up with you regarding your flight with us on March 11. We can understand how frustrating this trip must have been. Simply, we are very sorry for the inconvenience as a result of the delayed departure of flight 1808.

**As a frequent traveler, you know that good customer service sets us apart from the other airlines. So, when we don't provide it, no excuse will do. Although we will never compromise safety for the sake of on-time performance, we sincerely apologize that your travel plans were disrupted while traveling to Washington, D.C.**



We don't want to lose your confidence in us and hope you won't let this trip do so. Therefore, as an indication of how important your patronage is to us, I have added 7,000 Customer Service Bonus miles to your AADVANTAGE account. You should see this adjustment on one of your next two summaries.

**Please continue to travel with us often. It is always a privilege to welcome you aboard.**

What are your best take-aways from  
the 4 keys making up the  
psychological dimension?

Write 2 or 3 of your best ideas down on page 8



# Verbal Aikido

# (Again)The issue is not the issue

How the issue is handled usually  
becomes the real issue





# **Assertive** Response

Say what you mean

Mean what you say

Don't be mean when you say it





# Verbal Aikido

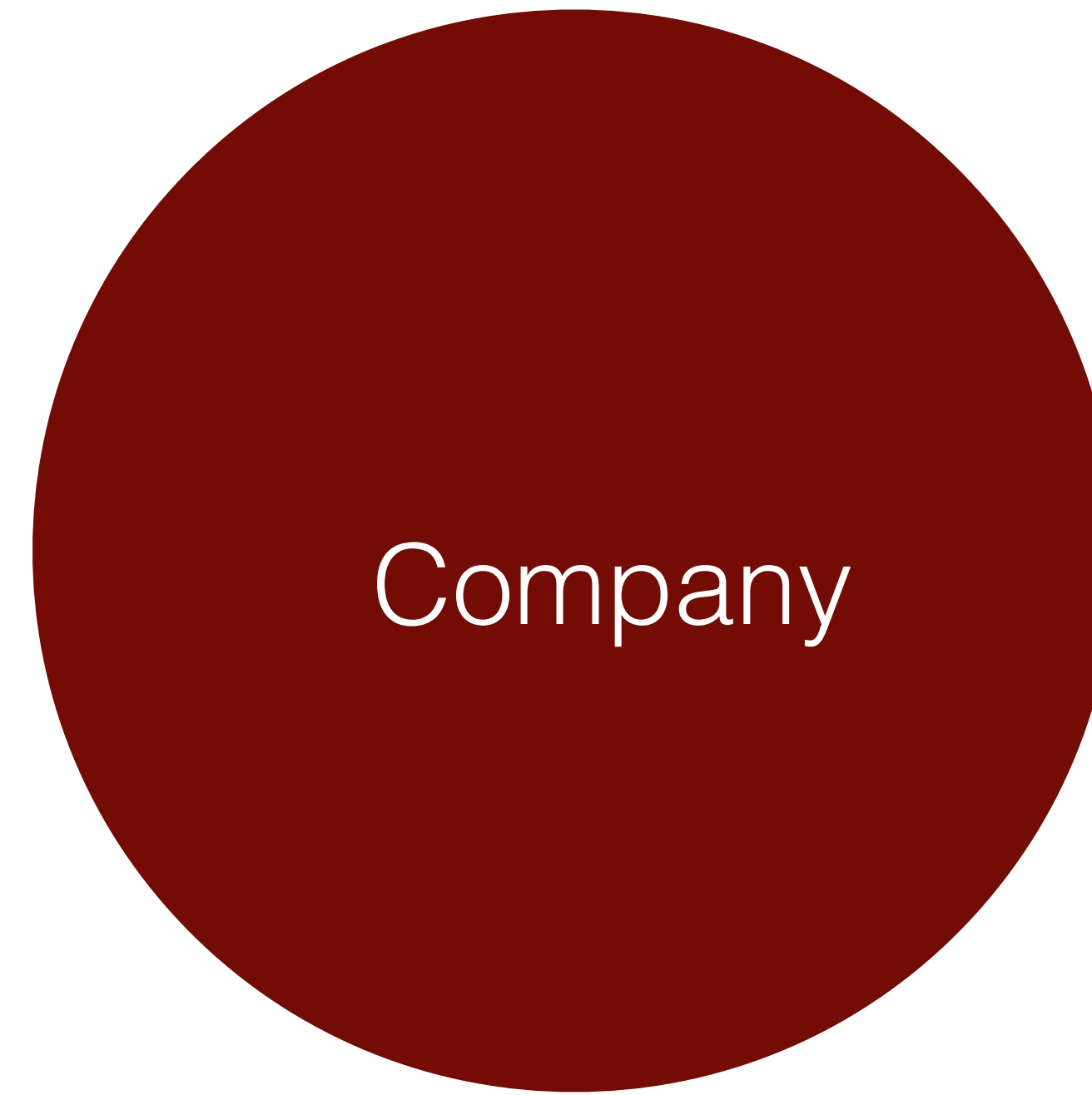
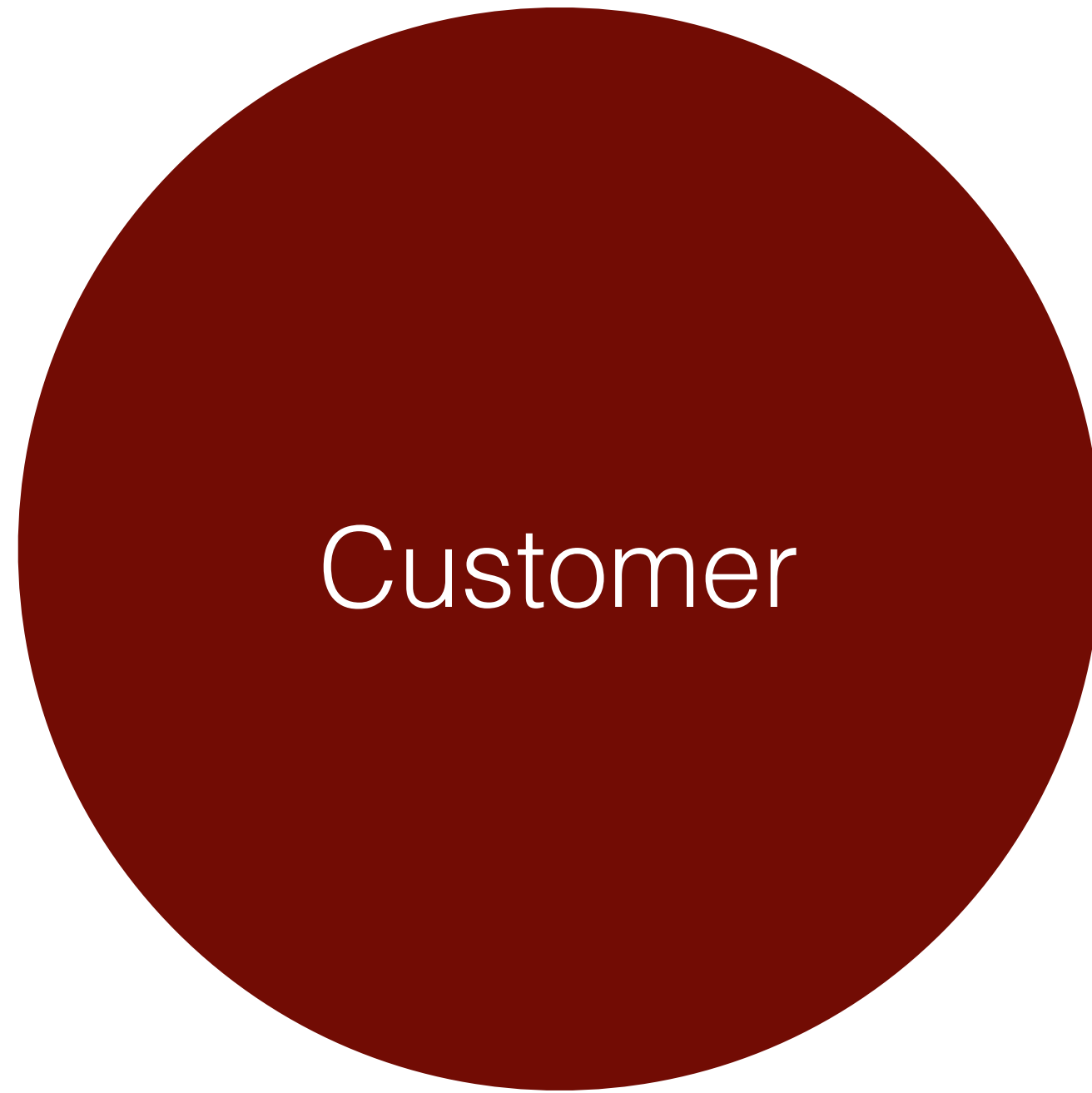
1. Partners, not enemies
2. Put yourself in your partner's place
3. Strategically calm down the attack
4. Force never meets force
5. Lead

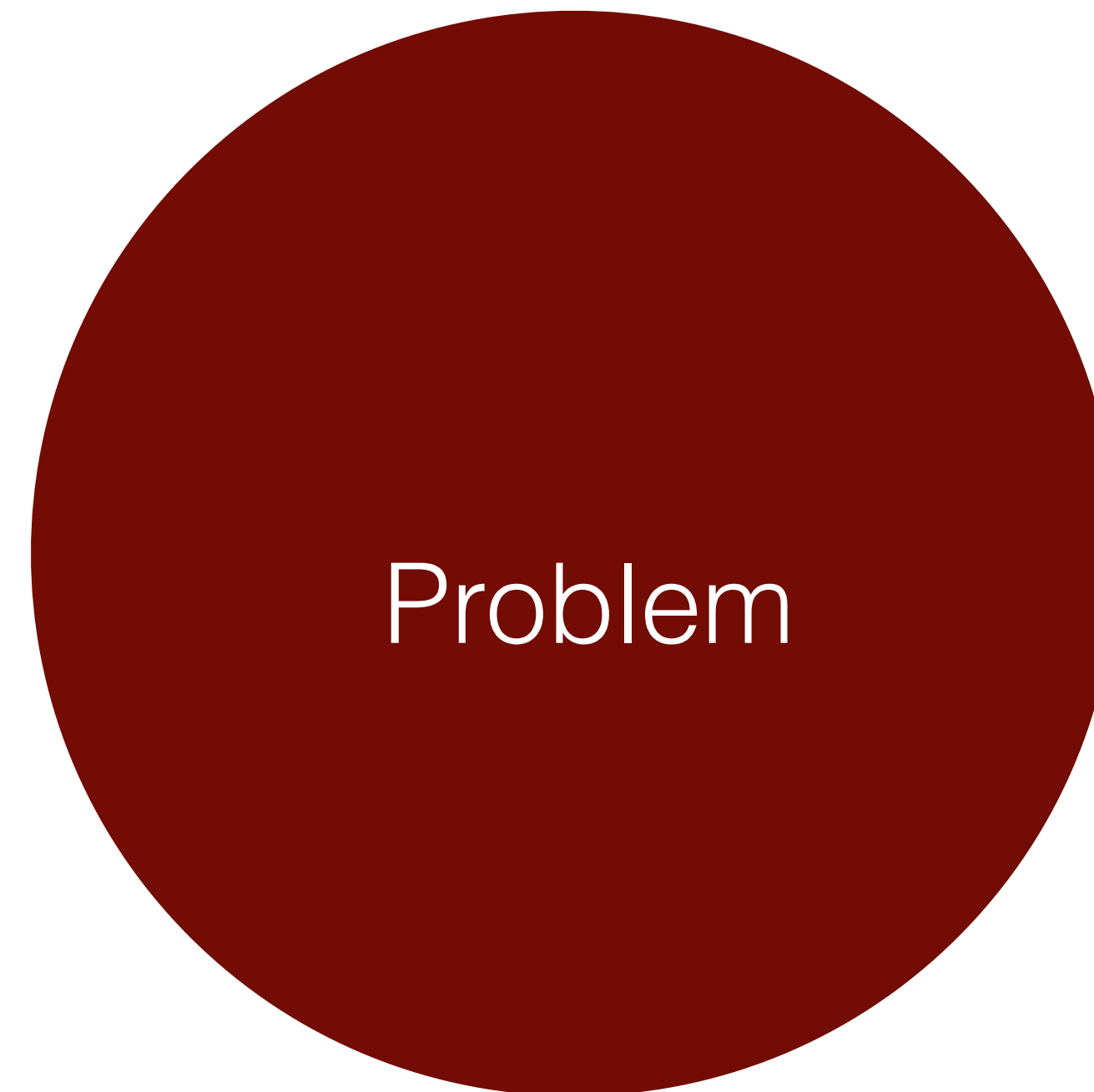
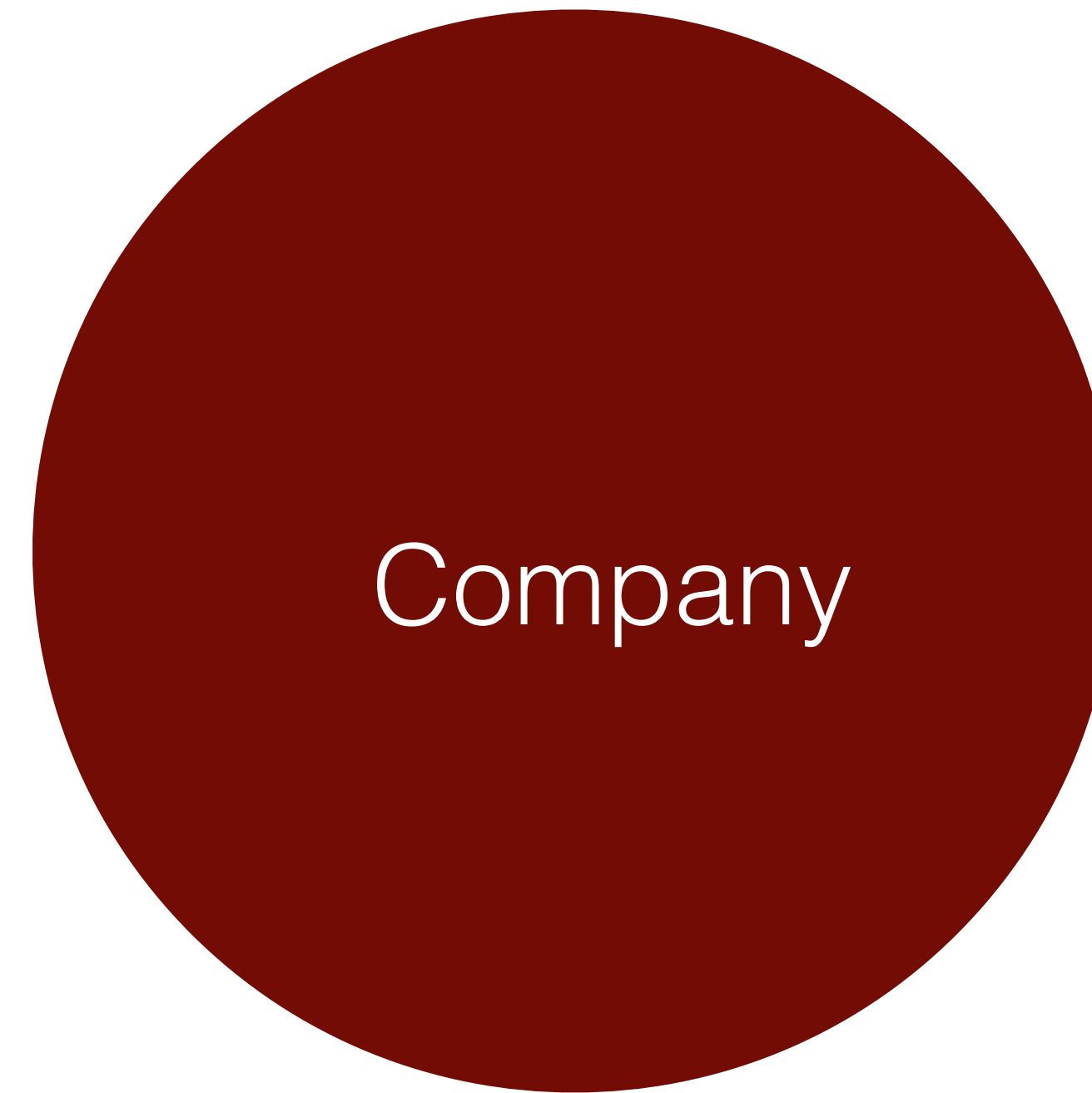


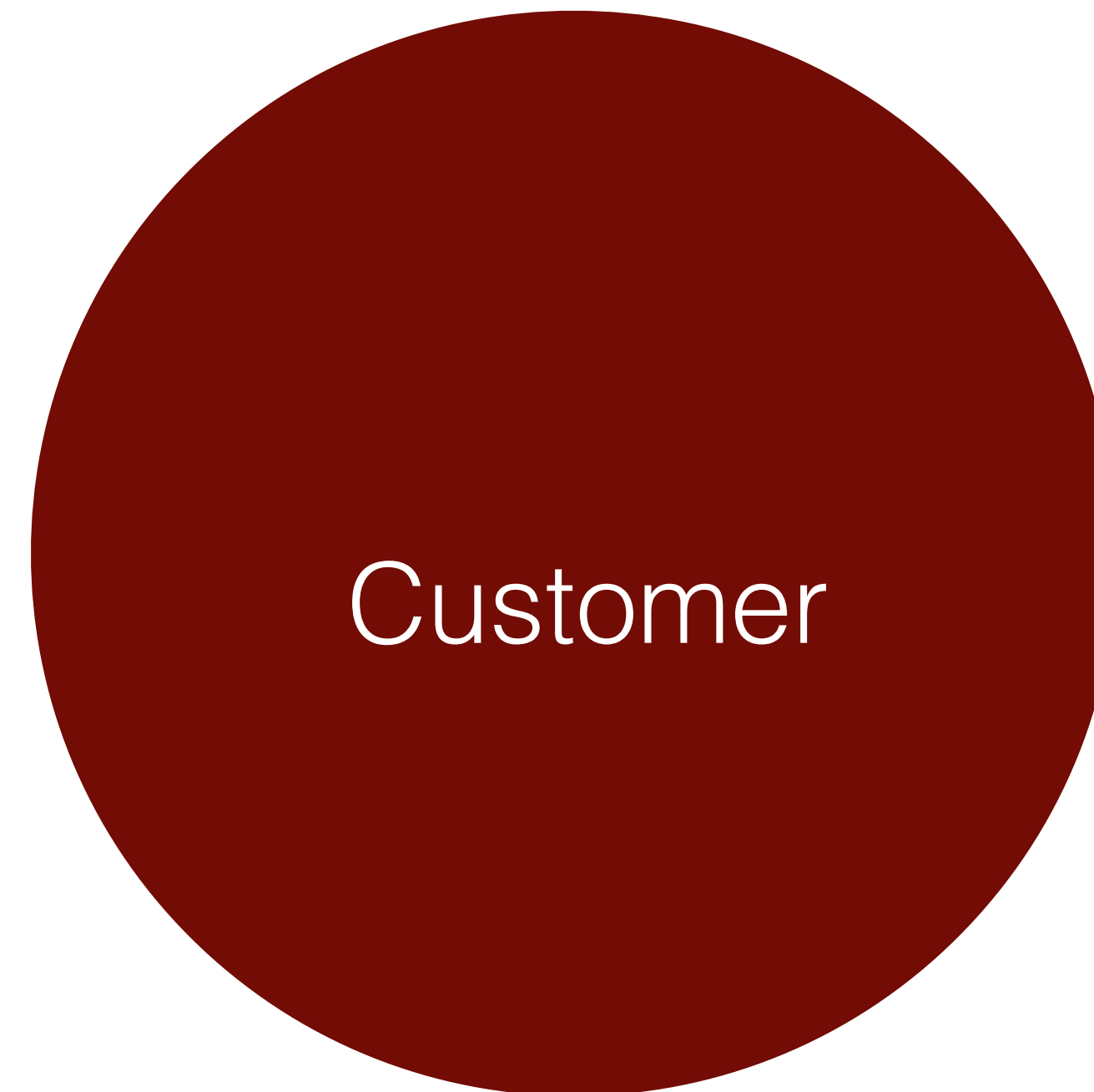
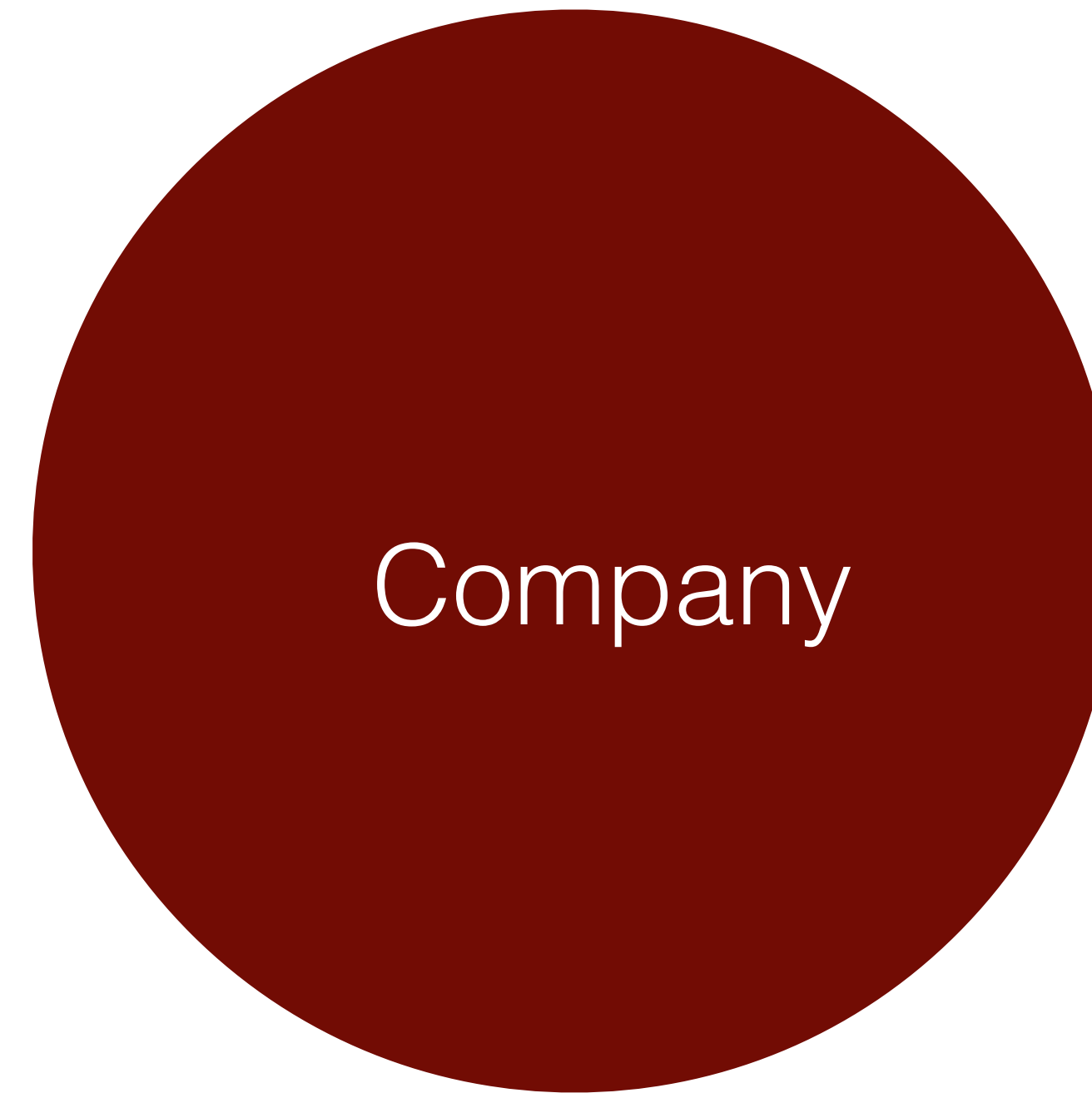
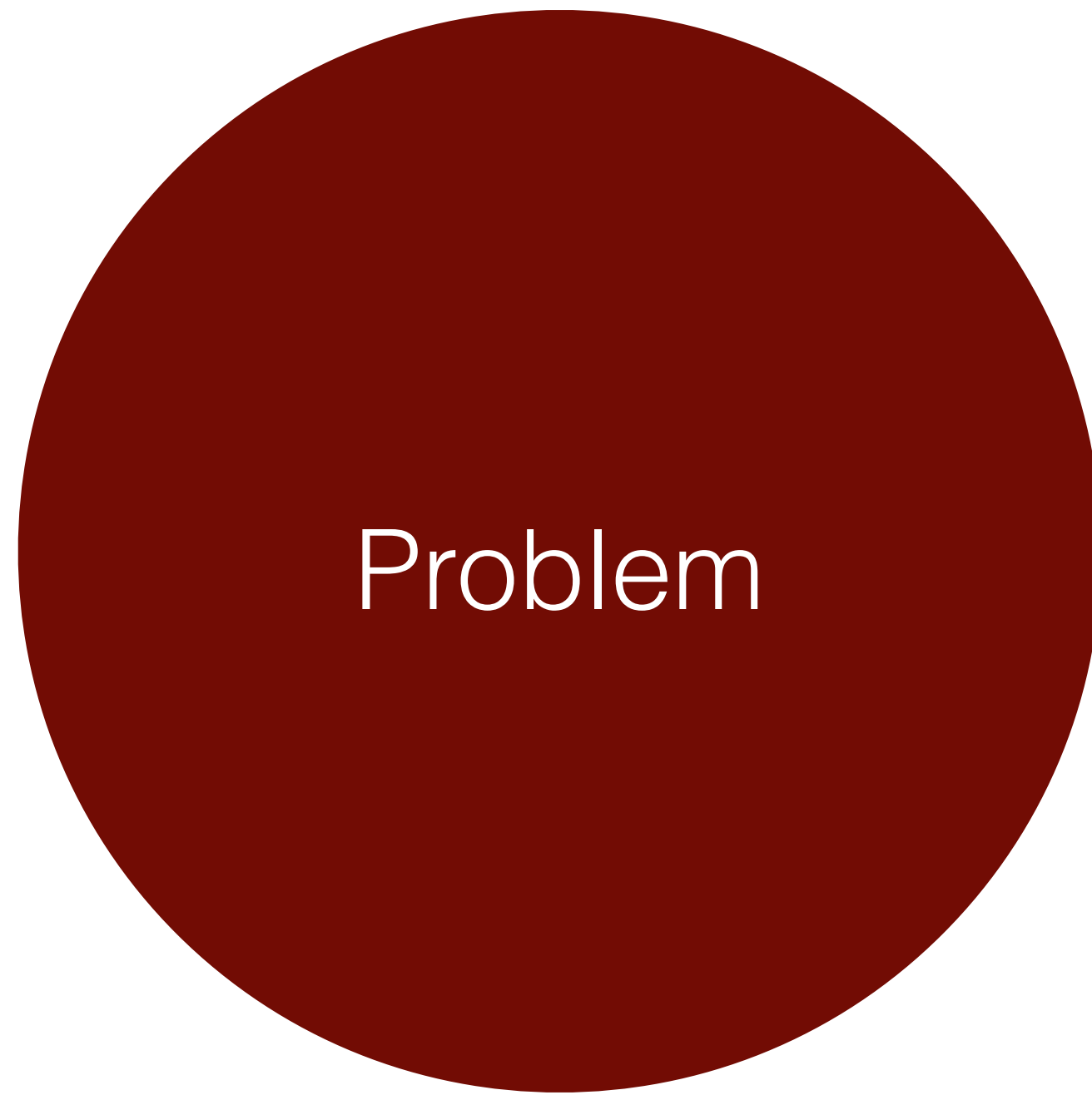


**Partners, not enemies**









# Partnership Language

- *“I know that had to be frustrating for you.”*
- *“My daughter has a walnut allergy, and I know just how important it is to know what’s in the food our kids eat.”*
- *“I hate to think of you driving all around town looking for your favorite flavor.”*
- *“I want to get to the bottom of this just as much as you do.”*
- *“I’m sorry you’ve had a frustrating time, but I’m glad you called to let us know. What I’m going to do is share this with our research and development team.”*

Come up with your own phrases (2 or 3) for demonstrating a sense of partnership with unhappy customers.

The person wearing the most jewelry in your group will lead this discussion.  
Use the space on page 3 to write down some of these phrases.

# 6 More Ways to Show Customers You're On Their Side (Partnership)

Page 3

The youngest person in your group will lead this discussion



**Use the attacker's force against him**



# Agreement As a Tool to Use Force Against Attacker

Write these phrases on top of page 4

- *“I can appreciate that.”*
- *“I can see your point on that.”*
- *“We want to get to the bottom of this just as much as you do.”*
- **Perhaps:** *“This is no more acceptable to us than it was to you.”*





**Put yourself in your partner's place**





First understand, then be  
understood

Stephen Covey's 5th Habit

# Bonus: Empathic Listening

- Tone
- Pace
- Emphasis



**Go to page 8 and write down the  
2 best ideas you're taking away  
from our Aikido discussion so far.**



A woman with dark hair pulled back, wearing a black long-sleeved shirt and a black headset with a microphone, is looking down at a computer screen. Her right hand is near her ear, adjusting the headset. The background is a blurred office environment with a window and some papers.

**Create Calm**



One of the easiest ways to create calm is to acknowledge concern.

Phrases From Partnership  
Discussion (pp 2 & 3) Will Be Great  
for Creating Calm






# Limit your responses to simple reassurances

*“Umm hmmm” or “I see.”*



A close-up photograph of a young Black woman with voluminous, curly reddish-brown hair. She is wearing a black headset with a microphone and a bright yellow top. She is smiling warmly at the camera. In the background, another person is visible but out of focus.

**Creating Calm  
to Preempt an  
Escalation**





Five Easy Pieces



# What went wrong here?

- Started with a negative.... *“no substitutions”*
- Spoke about what they can't do.... *“Only what's on the menu.”*
- Offered no choices
- Quick to escalate to a manager

# Why Customers React Negatively/Escalate

- Indifference
- Hearing, *“There’s nothing more I can do.”*
- Attitude of unwillingness
- Frustration from past interaction(s)
- Come out of the gate intense
- For some, it’s just who they are

# U S A Method

- **U**nderstanding
- **S**ituation
- **A**lternative



# Don't do these things if you want to create calm:

- Over talk customer
- Rebut issue
- Belabor the point

**Force never  
meets force**







Lead



# Social Media Interactions

<http://twitter.com/myragolden/status/1706855628>

Google



File Edit View Favorites Tools Help

Google

gased vision therapy resources exercises

Search



Bookmarks



Find



Check



AutoFill



AutoFill



AutoFill

Sign In

Links



Customize Links



Windows



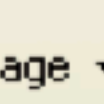
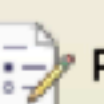
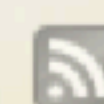
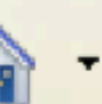
Windows Marketplace



Windows Media



Twitter / Myra Golden: Researching Zappos service ...



twitter

[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)

Researching Zappos service cutlure for ideas to help my clients. I got so excited during my research that I placed my first Zappos.com order

*28 minutes ago from web*

myragolden

Myra Golden

http://twitter.com/Zappos\_Service/status/1706906852

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I have upgraded you to one business  
day shipping so you will get your order  
tomorrow.

*21 minutes ago from web in reply to myragolden*



**Zappos\_Service**  
Zappos.com



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Twitter / Myra Golden: @Zappos\_Service -Oh, my Go ...

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@Zappos\_Service -Oh, my God...I'm  
WOWed! Thank you!



*about 9 hours ago from web in reply to Zappos\_Service*



myragolden  
Myra Golden

twitter

Home Profile Find People Settings Help Sign out

@myragolden My pleasure!

about 9 hours ago from web in reply to myragolden



Zappos\_Service  
Zappos.com

com™

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Links Customize Links Windows Windows Marketplace Windows Media

Twitter / Myra Golden: C... cinamon - Google Search

Home RSS Page

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Cox Communications in Tulsa just basically told me there's nothing they can do about my modem constantly dropping Internet!!!!



7:23 PM Apr 7th from web



**myragolden**  
Myra Golden



http://twitter.com/CoxTech1/status/1476507106

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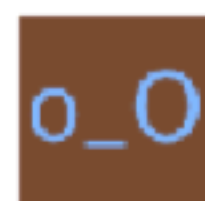
Links Customize Links Windows Windows Marketplace Windows Media

Twitter / CoxTech1: @my... X Welcome to Facebook! | Fac... How to handle difficult custo...

Home Profile Find People Settings Help Sign out

@myragolden If you need help getting your Internet problems resolved I'm here to help.

8:33 AM Apr 8th from web in reply to myragolden



CoxTech1



**Myra Golden** @MyraGolden · Jun 19

I lost my fitbit last week. Now, I'm seriously thinking about the Apple Watch. Is the Apple Watch worth the investment?



2



**Fitbit Support** ✓

@FitbitSupport

Follow

Replying to @MyraGolden

Let us help. Mind sharing the email address paired to your Fitbit account via DM? We'll assist you further from there.



Send a private message

# Social Media

- Protect your brand
- Protect customer's privacy
- Write in the friendly way you'd speak if you were on the phone



Take things offline - when  
necessary

But do it the right way

# Taking Things Offline

- Don't simply tell customers to email or call (they feel passed around)
- Attempt to help over Direct Message
- Use the same friendly tone you'd use over the phone

*Hi, I understand you're having issues with your packaging. I would like to help out. Can you DM your email?*



*Sorry to hear this has been your experience.  
Please send us a DM with your phone  
number so we can look into your concerns.*

*Hey, Tom...yikes, sorry! Would you mind sending a DM w/account info? We'll get this sorted out for you. :)*

How to respond when it gets  
ugly



# When it gets ugly

- *“I’m sorry this has been your experience, Joe. Please send me a DM with your phone number so I can look into your concerns.”*
- *“I understand you are having issues with your packaging. I would like to help out. Can you DM?”*
- *“I can take a look at this for you. Can you DM your \_\_\_\_.”*

Friendly Interactions

Every interaction should include words such as, “*I understand,*” “*Please,*” and “*Thank you*”



Use *feel, felt, found*

# Use *feel, felt, found*

“I understand why you *feel* that way. I had another customer who had a similar situation and *felt* the same. We *found* that this worked best.”

Good things happen when you  
apply these 3 keys to your daily  
interactions





# Good things happen

- **Empathy** drives connection, helps build relationships, and will make customers love your brands even more.
- **Confidence** helps you regain goodwill, restore trust, and strengthen relationships after problem situations.
- **Verbal Aikido** empowers you to handle irate customers with more ease.

Stand up, find someone you  
haven't interacted with today

and tell them the best idea you've heard today - the idea you commit to applying



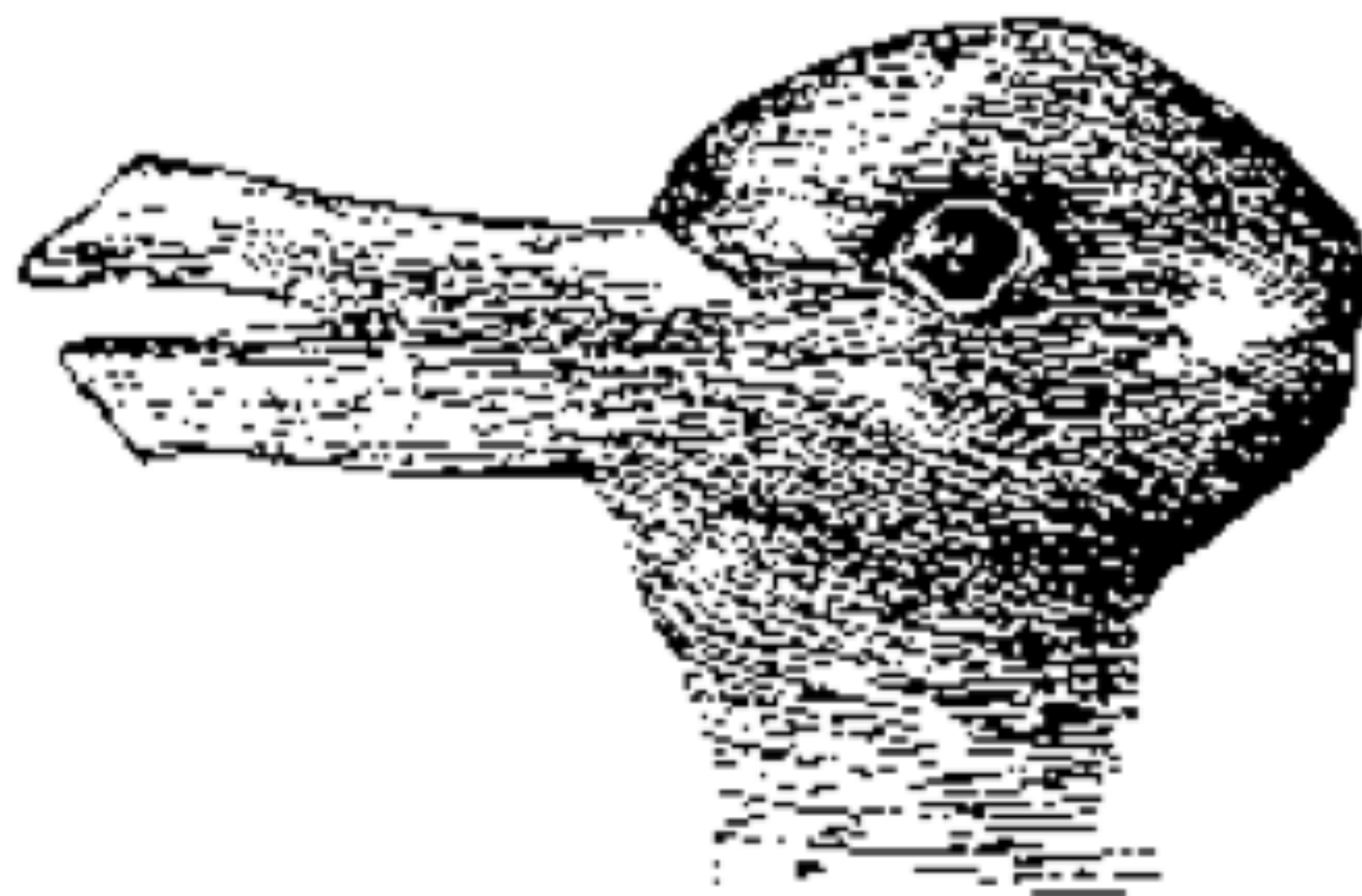


BE FULLY PRESENT











“Cookie Thief”



**Meet unexpressed needs**

