

# DIFFICULT CUSTOMER CONVERSATIONS

## TAKE IMMEDIATE ACTION

Don't wait for the problem to get worse, bad news needs to travel fast!  
Own the mistake - own the solution!

## BE TRANSPARENT

Make sure you are clear and concise, explain what happened, why it happened, what you're doing about it, and what they can expect going forward.

## LISTEN TO THEIR RESPONSE

Seek to understand - how does this impact their business? How is this individual directly impacted? How will this affect their customers?

## REPEAT THEIR CONCERNS

Demonstrate that you've heard their concerns, rephrase them in your own words, ask if you've missed anything.

## AGREE ON THE PATH FORWARD

Keep them focused on next steps, don't fixate on the issue, come together on solving the problem - sit on the same side of the table.

## COMMUNICATE CONTINUOUSLY

Keep them informed of the current status, next steps, expectations, and next point of communication. No excuses here, if you fail to communicate you're making the problem worse! No update is still an update.

## CLOSE OUT THE ISSUE

Your customer agrees when the issue is resolved - conduct a debrief, root cause analysis, and share your findings - build confidence that this won't happen again.

## FOLLOW UP!

Check in with your customer within a specified time frame after you've resolved their issue. Ask for feedback, discuss how you can add additional value, turn this event into a positive experience, leave on a high note!

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