My Customer My Responsibility

At Swift Learning Consultancy, we understand that not every customer conversation is easy. When things get challenging, it's important to stay professional while finding the right approach. This guide is here to support you, offering practical tips to navigate difficult conversations while maintaining exceptional customer service.

Key Conversation Habits

- Listen – You should be able to paraphrase to show understanding. Brief verbal affirmations like "I see," "I know," "Sure," "Thank you," or "I understand" reassure the customer you are listening.

- Empathise - Let the customer know that you understand they are upset. Empathy must sound genuine as if not, it can have a negative effect.

- Solicit feedback – Using phrases like "Please let me help you" or "Explain to me the problem in detail" can really reassure the customer they are in good hands.

- Apologise - It's ok to apologise for the inconvenience. An apology can go a long way with a customer.

- Be Clear - Ask the customer what they are displeased with? Usually restating the issue, they are having will help to calm them, and show you have been listening.

- Take ownership - Formulate a solution. (Below is taken from the Customer Skills module colleagues would have had in Training).
    - Understand the issue – Reasonable
    - Propose a solution – Appropriate
    - Thanks, and feedback – Consistent

- Be patient - An irritated customer will not be placated by anything but a satisfactory resolution to their problem. Getting angry back at them will not help. Remember to manage your mind-set.

- Follow up apology - After we address the problem, apologise for taking the customer's time and inform them that you will do everything possible to correct the issue. Then, make sure you do everything possible to correct the situation.

- Compliment the customer - After the discussion, say something to the effect of, "Thank the customer for the feedback, as It is invaluable to our business. And helps us improve our services"

- Reassurance - Do not rise to the occasion, if the customer is getting angry give them a moment and reassure them, they are safe, and they do not have to worry anymore.

Behaviour Impacts Behaviour

Our behaviour can impact how memorable our service is (good or bad) and will also impact the customers behaviour.

This can also be flipped!

If the customer is in a bad mood, they could affect our professionalism and in turn, us producing poor service. It is important that when we feel angry at a customer to remember, this isn't personal. The customer doesn't know you and has never seen you. They know nothing about you for this to be personal. It is important to manage your mind-set to ensure that you do not mirror when a customer is angry or being difficult.

Setting SMART Objectives

❑ **S** – Specific – Is the objective clear?

❑ **M** – Measurable – Can I tick off if it has been achieved?

❑ **A** – Achievable – Is it clear how they will achieve this?

❑ **R** – Realistic – Is it in relation to role and within their reach?

❑ **T** – Time bound – When will be have achieved the objective by?

What (Specific & Measurable):
I will improve by achieving **[Enter target]**.

How (Achievable & Realistic):
To reach this goal, I will focus on **[Key Habit]**. You'll notice I'm applying this by using phrases such as:

"[Enter quote]"
"[Enter quote]"
"[Enter quote]"

When (Time Bound):
I will start implementing these changes from **[Start Date]**, and we will review progress by **[Review Date]**.