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Providing Exceptional Customer Service

*Every customer experience can be successful and efficient.
You can improve customer communication and take appropriate actions for best resolutions.
Click the "Start Course" button to begin.*

INTRODUCTION

☰ TAKING THE HEAT

☰ Walkers & Talkers

☰ Finding Solutions

H-E-A-T MODEL

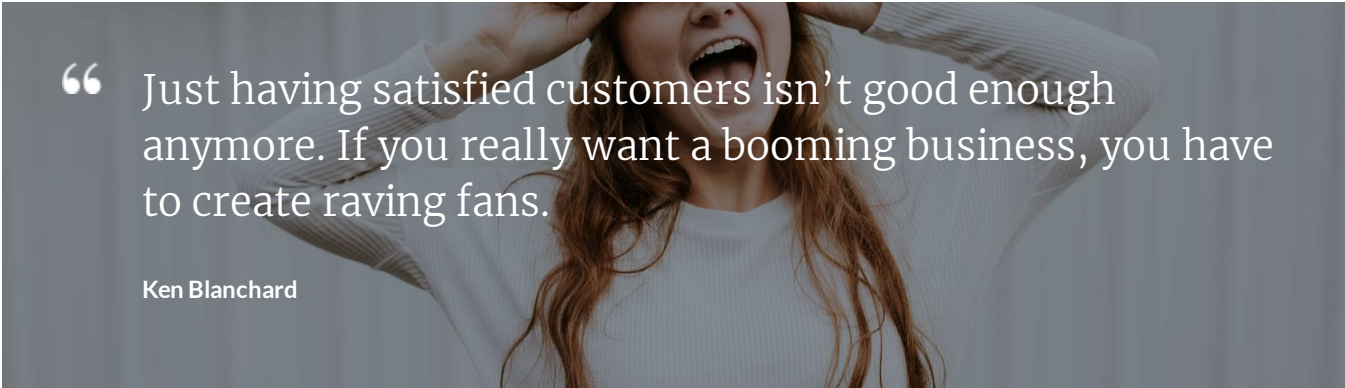
☰ HEAT

CONCLUSION

🔍 Quiz

☰ Summary

TAKING THE HEAT



“ Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create raving fans.

Ken Blanchard

TAKING THE HEAT

Providing superior service to your Internal Customers

What We Want to Achieve

- Improve communication·Gain success commitment
- Build loyalty amongst groups
- Take appropriate actions for best resolutions

Roadmap

- Walkers vs. Talkers
- H – E – A – T Model

- Walking the Talk



It takes more than saying "I'm sorry" to provide support that brings solutions.

Walkers & Talkers

WALKERS

- Identified as those who never tell you what the issue is
- You can ask what the issue is and their answer will be:
 - Nothing
 - Everything is fine
- Why? They don't like direct confrontation, prefer to handle it themselves or passive or even passive aggressive
- Actions they take – take it on themselves even if they don't have the skill, go to upper management and let them address it after the fact
- 91% of customers are Walkers

Talkers

- Have you ever had a conversation with someone and part way through you ask yourself “What is their point”?
- These are Talkers – they dance around the issue
- Difficult to have a clear picture of the issue they are raising
- Alternatively, they can be so brief that vital information is missing
- Result - you can potentially “miss the mark”

- Consequence – waste precious customer time and resources without resolution

Efficient talkers are the ones that are easy to deal with because the following are exhibited:

- Clear
- Concise
- Diplomatic
- To the point

Rambler talkers are another ballgame:

- Over explain
- Repeat the issue over and over again

When engaging with a customer support representative with a complaint, which category do you fall?

Walker

Talker

SUBMIT

"Every company's greatest assets are its customers,
because without customers there is no company."

Michael LeBoeuf

Finding Solutions



Allow for solution environment:

- Create a safe environment for them to share
- Ask concise questions to find the true issue
- Go on a research mission - dig to find the problem
- Open the communication with asking for examples
- Don't ask open ended questions which lead to "I don't know"

Result

A short track to resolution with clarity.

Guess what?

You've converted them to Talkers. Congratulations!!

Dealing with Talkers

While it's important to allow a customer to be heard, it's important to handle each one carefully.

- 1 Listen intently to determine root issue
- 2 Repeat back to what you understand to be the issue/problem
- 3 Diplomatically & respectfully **shorten the conversation** to avoid repeating the issue
- 4 Avoid the conversation reaching a **heated level**
- 5 **Speak their language** by providing full explanation and resolution timeline

Listening skills lead to heard customers

HEAT

Overview

Let's learn how the HEAT acronym bring a resolution by reviewing each letter.

Hear them out	Empathize	Apologize	Take Action
Identify the issue	Put yourself in their shoes	Caution: Do not take personal ownership for errors you did not make	•Is there an intermediate fix until the problem is 100% solved?
Identify the impact to the individual	Address their emotional state and relay solutions	•I'm sorry is all that they need to hear	Ask for his ownership in the solution – people are likely to be satisfied if he is part of the solution

Hear them out	Empathize	Apologize	Take Action
Do your best to not interject or interrupt	•Understand true issue + impact + empathy	Don't blame others	Provide as much details as possible – solution, timeline and ultimate resolution

A Real-World Example - Internal Customer

I am a server in a busy lunch restaurant. We have a daily lunch special that is advertised on Facebook at 10 a.m. We ran out of the special 15 minutes into the lunch rush due to the popularity. There is a line out the door and every other table wants the special. I go to the chef to report the issue.

“I can’t believe we ran out of the special so quickly. Why didn’t you prep enough food to accommodate the expected volume? Now we have a room full of disappointed customers. I know I won’t make any tips today because everyone is so unhappy.” I said.

Chef replied, "I understand it is difficult to be the recipient of so many unhappy customers. I am sorry you to put in this position due to my improper planning. Let me put together another special at a reduced cost. If you will provide a sales pitch with a picture on your phone, this should offset their disappointment. Also, I will take down the Facebook post immediately and boost the new special to eliminate any future dissatisfied customers."

Match the description with the HEAT

☰ Hear Them Out

Let them talk, and simply listen.

☰ Empathize

"I understand that you are frustrated, and I can see why. I would be too."

☰ Apologize

Say "I'm sorry" without playing blame game

☰ Take Action

"Here is what I can do for you today and we will have the final solution by Friday."

SUBMIT

Lesson 5 of 6

Quiz

Now it's your turn to show what you've learned in this course.

Question

01/02

Which of the following statements are true about the HEAT model?

- There's only one type of customer.
- Talkers never escalate their issue.
- It can be difficult to identify the issue of a Talker.
- It's simple to provide solutions to a Talker.

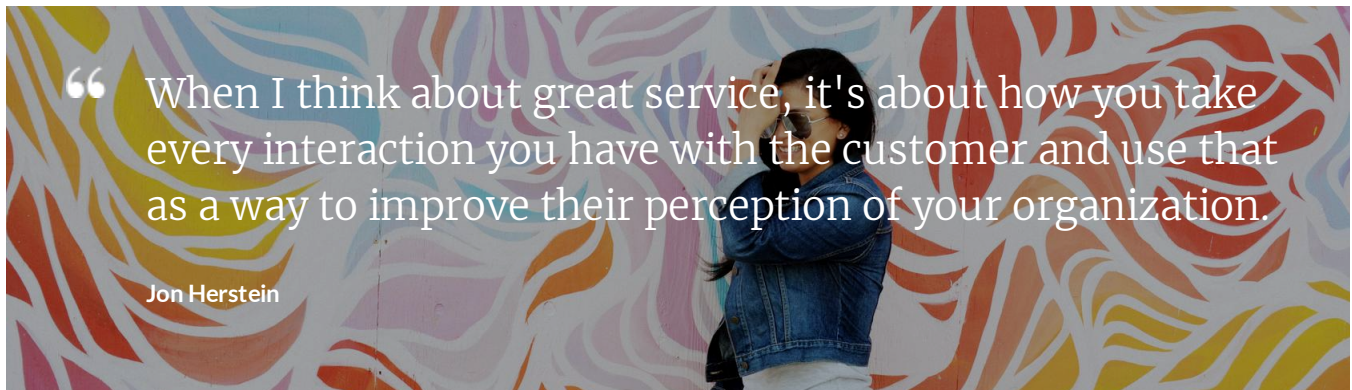
Question

02/02

An exhaustive apology can irritate a customer if _____.

- Deflecting responsibility to another individual
- Response short and sweet
- Customer is put on hold
- No listening skills are used

Summary



Our Customer Communication Manifesto

Superior customer service can be achieved when the HEAT model is applied

- H - Hear them out
- E - Empathize
- A - Apologize
- T - Take action

Thank you for completing this course!