

Healing Customer Relationships®



Audience

All employees

Purpose

To develop skills that will help employees serve customers who are concerned, angry, or upset after a service breakdown.

Payoff

Participants will be able to:

- Explain why it is important for organizations to heal relationships with customers who are frustrated or angry.
- Describe four guidelines for effectively restoring customer trust and confidence.
- Manage their reactions to emotional statements from customers.
- Use defusing techniques with customers who are angry or upset.
- Take appropriate actions to address and resolve customers' concerns satisfactorily.
- Demonstrate commitment to the customer relationship and encourage customers to remain loyal.

Duration / Maximum group size

4 hours / 15 participants

Process

Participants will complete a variety of individual and group activities, skills practices, video segments, and large group discussions that explore the following topics:

- Four guidelines for healing customer relationships
- Staying unhooked from negative feelings
- Choosing productive responses
- Techniques for defusing negative emotions
- Ways to regain customer trust and confidence
- Action planning

Components available

- Facilitator kit (guide, video, wallcharts, activity support materials)
- Participant workbook with personal action plan and removable job aids
- Level 1 perception assessment (asynchronous PDF and hardcopy)
- Level 2 mastery test (asynchronous PDF, hardcopy, and Web)
- Level 3 behavioral assessment (asynchronous PDF, hardcopy, and Web)
- Follow-Up Skills Practice (synchronous PDF)
- Multiple manager-led Application Sessions (synchronous PDF)
- Multiple reinforcement messages (asynchronous PDF and hardcopy)

Module Outline: *Healing Customer Relationships*[®]

Section and Time	Description
What It Takes to Heal 10 minutes	<ul style="list-style-type: none"> • Participants discuss what sets them off as customers. • The facilitator introduces the HEAL guidelines.
Guideline 1: Hear Out the Customer 1 hour, 10 minutes	<ul style="list-style-type: none"> • Participants watch a video of an employee who remains calm in a difficult situation. • Participants read about and discuss the productive and unproductive sides of the six parts of behavior. • Participants identify specific customer behaviors that “hook” them. • In pairs, participants practice identifying the six parts of behavior. • In pairs, participants identify recent customer interactions in which they got hooked and discuss ways to better manage similar situations in the future.
Guideline 2: Ease the Tension 1 hour, 20 minutes	<ul style="list-style-type: none"> • The facilitator introduces seven techniques for defusing negative emotions. • Participants watch a video that illustrates the effective use of five defusing techniques. • In pairs, participants apply various defusing techniques to provided statements. • Participants watch a video that illustrates two defusing techniques that are effective with customers who are highly upset. • As a large group, participants practice the technique, selectively agree. • Participants watch a video that illustrates the skill, lead to business. • In trios, participants review provided scenarios and apply the lead to business skill.
Guidelines 3 & 4: Act to Improve the Situation and Leave a Positive Impression 25 minutes	<ul style="list-style-type: none"> • Participants watch a video of an employee using the HEAL guidelines. • The group reviews expectations customers have for recovery and discuss actions they can take to restore customer trust and confidence when things go wrong.
Skills Practice and Action Planning 35 minutes	<ul style="list-style-type: none"> • In groups, participants practice using the HEAL guidelines to respond to strong customer statements, some of which are provided and some of which are written by the participants. • Participants commit to using the HEAL guidelines identifying three ways to use them back on the job.