Handout #1: SAMPLE STUDENT NOTES
Turning a Challenge into an Opportunity

|  |  |
| --- | --- |
| **SEVEN STEPS IN DEALING WITH AN UNHAPPY CUSTOMER** | **EXPLAIN: WHY IS THIS STEP IMPORTANT?** |
| 1. Adjust your mindset.
 | This means to set aside any defensive feelings and recognize that the only thing that matters is that the customer is upset and it is your job, as the service provider, to remedy the situation. This is called a “customer service mindset” and it is important in approaching challenging situations. |
| 1. Listen actively.
 | It is important to fully understand the customer’s point of view and the details of the situation, so listening actively, without interrupting or contradicting the customer, is important. |
| 1. Repeat the customer’s concerns.
 | Repeating the problem shows the customer you were listening, which can help lower his anger and stress levels. More than this, it helps you agree on the problem that needs to be solved. |
| 1. Be empathic and apologize.
 | This helps the customer/client understand that you are concerned about him/her and that it is your intention to remedy the situation. An apology can go a long way with an angry customer. |
| 1. Present a solution.
 | The customer needs a solution to his/her problem, and it is your job as the service provider to present a solution. If unsure, you can ask the customer, “What can I do that would make this situation better for you?” |
| 1. Take action and follow up.
 | This proves that the customer’s satisfaction is important to you and the company. Following up to ensure customer satisfaction demonstrates concern and commitment to quality customer service. |
| 1. Use the feedback.
 | This step is important because whatever upset the customer could repeat itself, and the situation is an opportunity for the company to identify problem areas and areas for improvement. |