

Worksheet 1

1. How to handle dissatisfied customers

In the program, the panelists advise which of the following? Circle Yes or No.

a) argue with the customer to protect the company's image	Yes	No
b) dispute their claim to see if they persist	Yes	No
c) probe with questions to determine why they are upset	Yes	No
d) acknowledge the complaint	Yes	No
e) apologise if required	Yes	No
f) confirm and clarify next steps to be taken	Yes	No
g) quickly sum up the situation and act on your assumptions	Yes	No
h) consider yourself released from any further obligations to the customer	Yes	No
i) remedy the situation, especially if it's your (or the company's) fault	Yes	No
j) let the customer vent their negative feelings without interruption	Yes	No
k) try to have the solution proposed by the customer, so they own it	Yes	No

2. What are some physical techniques you could use to calm an agitated customer down?

Discuss with a partner and make a list of appropriate methods.

3. Writing a procedure

Write a short list of priorities to consider when dealing with an agitated customer, based on what you have learned from the program.
