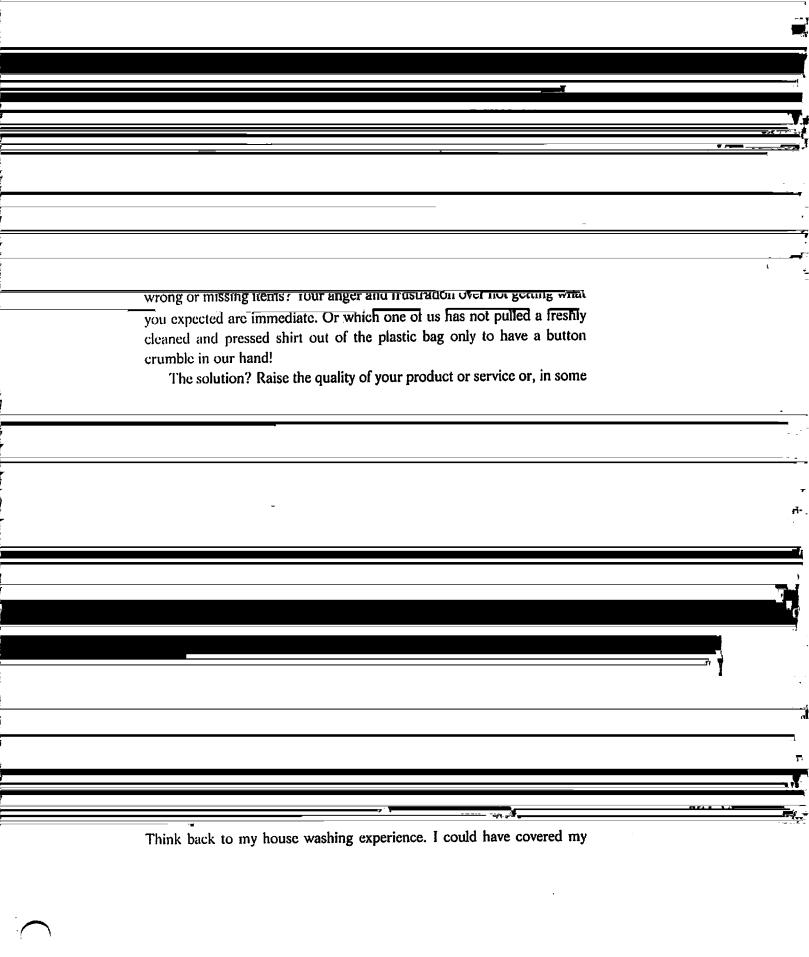




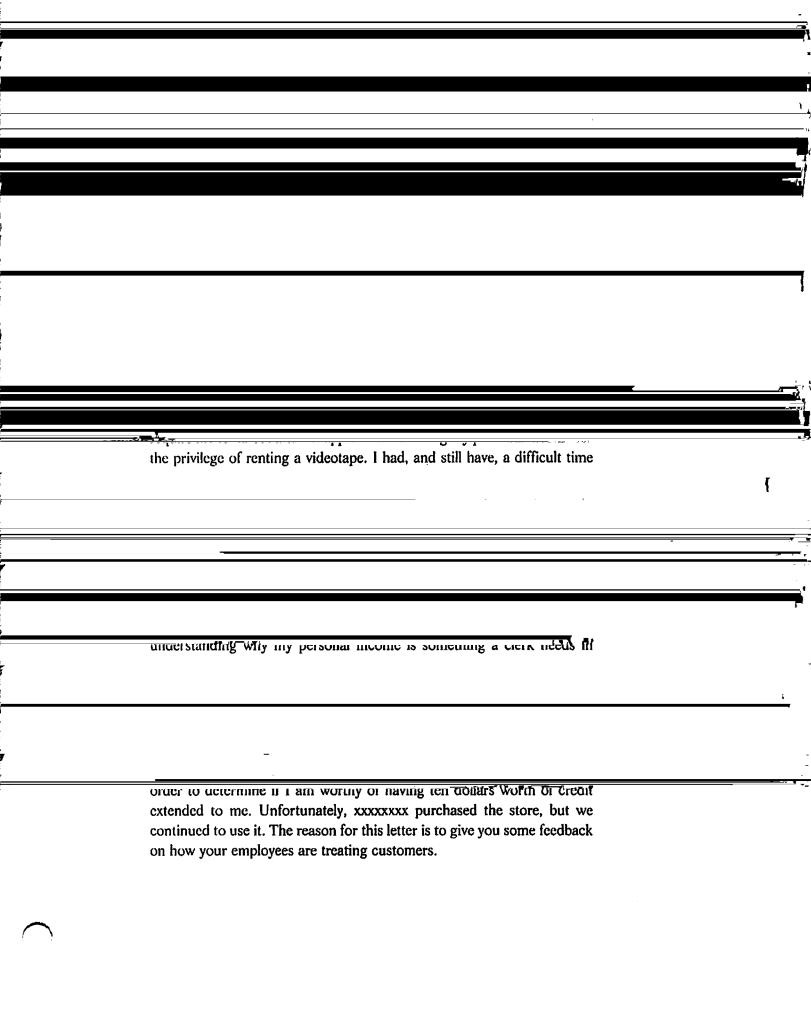
- Expectations not met
- Someone was rude
- Someone was indifferent
- No one listened
- 1. Customer did not get what was expected. Put another way, you did not get what was promised to you. I recently contracted to have my two-story frame house spray washed to get rid of dirt and mildew. The house washer, a pleasant, professional young man with a good reputation, arrived early one morning and began the

to put towels around the windows and doors so that the pressurized water wouldn't get into the house. No problem; I followed

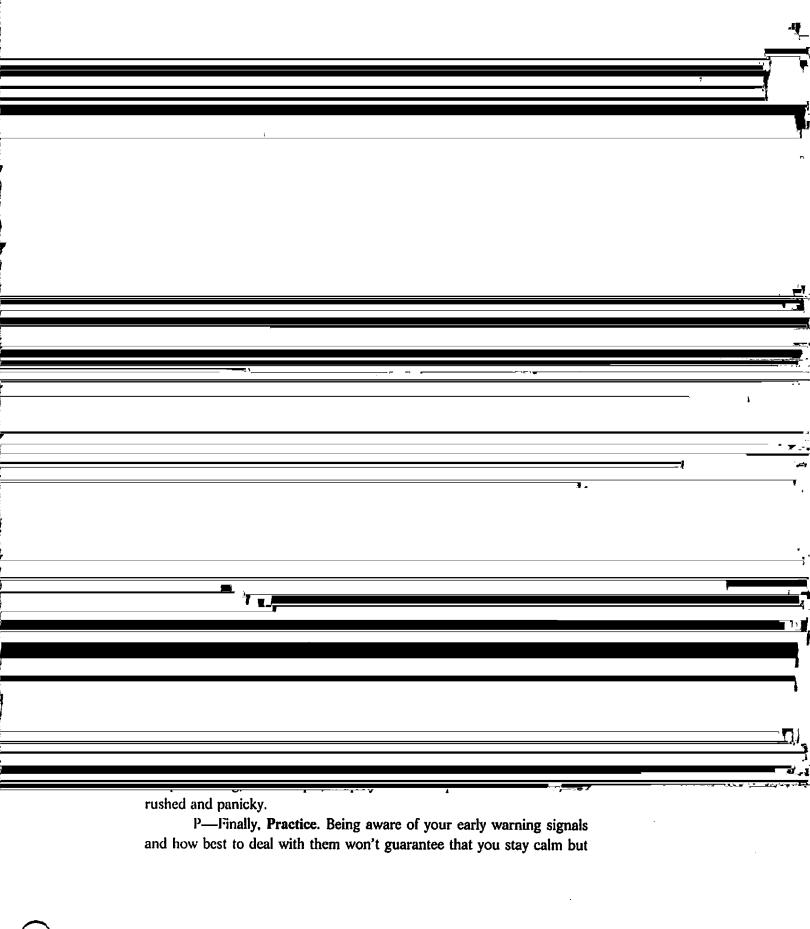


	worse, the customer service desk of an airline just following cancellation of the last flight to Anywhere, USA. With frustration at a fever pitch, and
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	we've had to cancel the flight because the engine fell off," might be perceived as rude behavior by some. The solution? Read on. We'll give you some practical advice later in this chapter on how to deal with challenging customers without resorting to rude behavior.
	
· · · · · ·	ว. อบเทยบทะ was indinerent. mave you ever asked a question of a
	service provider and been greeted with a response such as, i
	don't know, I just work here," or "That's our policy." Words,
\bigcirc	
1	

suspended for customers and sales associates alike on that day. Or even



with the reedback. Refer back to Unapter / for some practical typs on listening effectively.
▼ · · · · · · · · · · · · · · · · · · ·
ora, you so done osciyamig possible to plotsall, to instell, allerto
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——————————————————————————————————————
· •
mocryour customers expectations, and they are still upset. Now what? 581-
isfying even the most challenging customers is a critical skill. Most of us are
ριοκή βουα με ασαπης «παι σαστοιποιο when they are rational, εταιστία,



Get your customers talking about what's upsetting them. Here are some tips:			
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 be upset too if I received a \$350 electric bill." Find areas of agreement with your customer. "I know it's frustrating to have to call back for the second time."			
~			
			<u>-</u> _
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because this is the highest bill you've ever received from us." Thank the customer (yes, thank him) for bringing the situation to your aftention.	· 	d P	

•	behavior. Here's how it would sound: "Mr. Jones, I really want to help you. As long as you continue to use this language, I am
	g * .3 ₉
	<u> </u>
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	you let me?" In most cases the customer will answer yes, and you can move on to logic. If the customer is still difficult, move on to the next step.
6.	Delay action or consult a second opinion. If all else fails, call
	tane can pay-comesian unit me total not the letter and the letter

tone of voice. Use the customer's name, but gently set limits to the

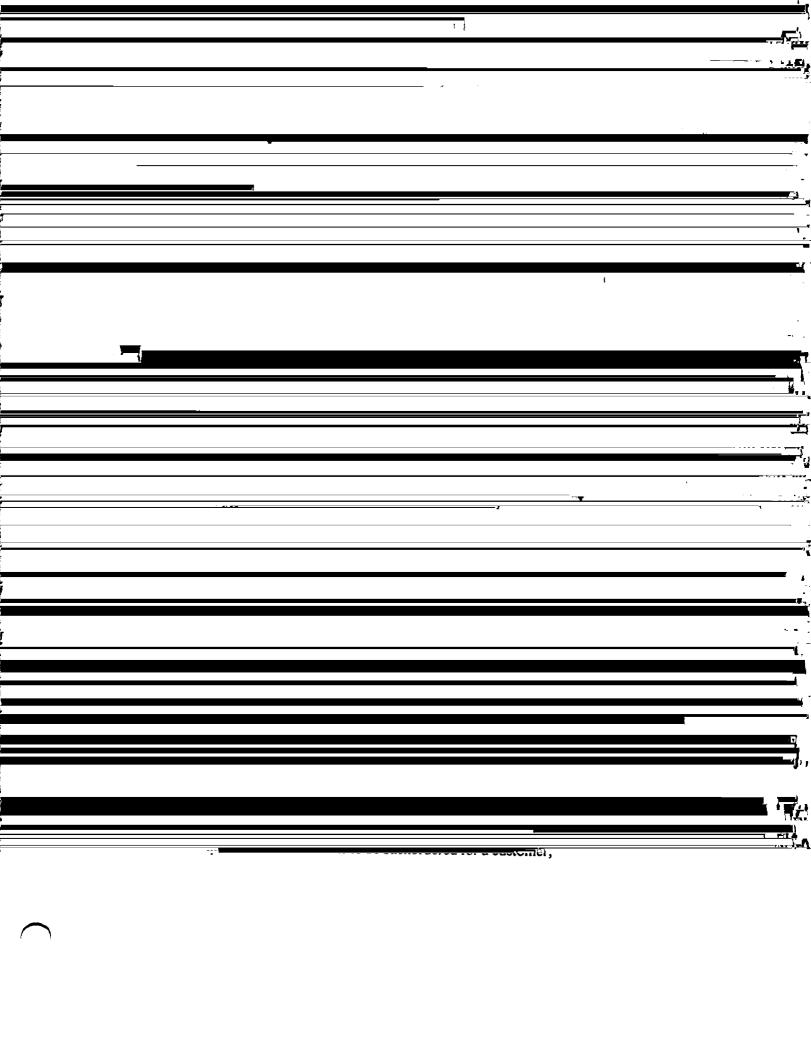
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This both reassures the customer and gives him a person—	
you—who knows the history of the situation and with whom they	1
have built some rapport.	
On some occasions, no matter how hard you have tried, the situa-	
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o jamenjamento paditoro.	,
A long-awaited special order item for a Christmas gift has been dis-	
continued by the manufacturer. The shipment of parts to an automo-	•
bile assembly plant has been delayed because of a truck breakdown.	

always right or correct. Aren't we contradicting ourselves? Not really! The difference between not right and wrong is in perception. The customer may be absolutely off base in his rationale or assumptions about your product or service. Since he perceives he has been wronged, the burden is on you, the service provider, to make things right if you want to see that customer again. If you don't care, tell him he's wrong and he

will tell!).

With that in mind, here are some techniques to use when the customer appears to be wrong.

promised and a customer is disappointed. This is where the following recovery skills come in.	
Customer Recovery Skills	
Apologize sincerely	
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்—் பெர்கள்கள் பார்கள் இரும் இருக்கும். ★ Solve the problem quickly	
★ Involve the customer	
* Do something extra	
☆ Follow up	
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The two occurs are aposegy comes across as a nat monotonic, sitely	
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vo otton mo upotogy vontes across as a nat monétone, such	
rm too otton are uporegy contes across as a nat monotone, shell	
too otton the apology comes across as a nat monitivite, slici	



• A copy machine repair company that brings a complimentary

	List below a few extras that you and your organization might offer to disappointed customers to recover their loyalty.
	What Can You Do?
	and ordinary in Streamon after Diff. Onto Trada
ນອາຊ	case or paper to a pusiness when it has exceeded the estimate repair date and time following a trouble call.