

Healing Customer Relationships™



Purpose

The purpose of this module is to develop skills that will help service providers serve customers who are concerned, angry, or upset after a service breakdown.

Process

During the module, participants complete a variety of individual and group activities, partner discussions, and 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

Payoff

At the end of the module, 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.

Typical Time Investment

Time commitment Varies. Please discuss with your certified AchieveGlobal facilitator, or the authorized Distribution Partner. (4 Hours)



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