

CUSTOMER CONFLICT MODULES

Individual modules run for up to 1 hour each.

Attitude and language impact how we react to customers who may be frustrated, stressed and emotional. Learn how to adapt to protect your own wellbeing and to best assist your customer.



FIGHT OR FLIGHT

- Understand fight and flight and know what the triggers are for call escalation and how to avoid them
- Learn about ingroup and outgroup and how unconscious bias impacts our conversations
- 4 steps for busting your bias



THE COBRA

- Understand how ego impacts our ability to think logically
- Understand the impact arguing with customers has on our own energy after the interaction
- Strategies for dealing with the emotionally charged customer



THE APOLOGY

- Discuss why apologising can be so difficult
- Understand the impact of genuine and fake apologies
- Learn how opportunities lie in customer complaints – know how and when to apologise



EMPATHY

- Learn the difference between empathy, sympathy and apathy
- Learn how to listen for empathy triggers and apply empathy in a acknowledging a customer's emotion.
- Learn why this is the key ingredient to connecting with your customer and for overcoming objections



NEUTRAL LANGUAGE

- Understand why blaming and telling someone how to behave does not work
- Learn how to remove pointed language and neutralise it, particularly when delivering bad news to your customer



THE 'NORMS'

- Learn what Norms are as part of behavioural economics
- Know that we are influenced by others' behaviours
- Learn how to 'nudge' customers using Norms



THE DECOY EFFECT

- Learn how to move your customer's brain out of emotion to logic
- Provide options to customers to via the decoy effect
- Empower your customer to decide



OBJECTION HANDLING TOOLKIT

- Bring together empathy, action and purpose statements to deal with challenging customer conversations
- Workshop your top objections and ways to navigate them