

MANAGING DIFFICULT CUSTOMERS ON THE PHONE



Customer Service Course

COURSE OVERVIEW

In customer service, the saying goes: *"The customer's perception is their reality."* While they may not always be "right," their feelings shape their experience—and your response can make all the difference.

This course helps learners develop the self-awareness and emotional control needed to handle challenging situations and complaints with confidence. Participants will discover techniques to stay calm, focused, and professional, working toward solutions that leave both the customer and your business satisfied—a true win-win outcome.

TOPICS COVERED IN THIS COURSE

LEARNING OUTCOMES

- Learn practical techniques to defuse emotionally charged situations, turning potential conflict into a positive outcome for both the customer and your business.
- Develop the ability to remain calm, think clearly, and make effective decisions under pressure, no matter how challenging the scenario.
- Build the confidence to handle even the most difficult interactions with professionalism, knowing you have the right approach to resolve issues successfully.
- Protect and enhance both your own credibility and your organisation's reputation by taking a proactive approach, delivering solutions that are practical, fair, and trusted by customers.

Introduction to Difficult Customers

Understand the types of challenging behaviours and the triggers that can escalate situations unnecessarily.

Staying Calm Under Pressure

Learn techniques to remain composed, think clearly, and respond professionally in emotionally charged situations.

Understanding Customer Emotions

Identify emotional and practical needs, including recognising the 'fight or flight' response, to respond appropriately.

Advanced Listening Skills

Use tools like the S.I.F.T. Method™ to interpret customer concerns and uncover the real issues behind their behaviour.

Managing Expectations

Deliver difficult news and say 'no' constructively while maintaining positive relationships and credibility.

Handling Confrontations

Develop strategies for managing public confrontations, talkative or rambling customers, and inappropriate or abusive behaviour.

Specialist Customer Scenarios

Learn to handle upset, bereaved, or manipulative customers and respond effectively to sensitive topics or exaggerated claims.

Proactive Problem Solving

Build confidence in taking control of difficult interactions, resolving issues, and creating win-win outcomes for both customer and organisation.