

IAC 2301

INTRODUCTION TO AIRLINE CUSTOMER SERVICE



Indecisive

Know-It-All

Agreeable

Complainer

Silent

Aggressive

Negativist

Unit 7 Handling Difficult Customer Encounters

Chapter outline

- Why people buy
- The role of behavioral style
- Working with difficult customers
- Working with internal customers
- The problem solving process



Why people buy?

Needs



- customer feel or believe necessary

Wants



- Desired objects or experiences that customer would have

Maslow

*“The human being is a **wanting animal** and rarely reaches a state of **complete** satisfaction except for a **short time**. As one desire is satisfied, another pops up to take its place. When this is satisfied, still another comes to the foreground and so on. It characteristic of human beings throughout their whole lives that they are practically **always desiring something.**”*

- **Hierarchy of needs**



Why people buy?

- **Customer expectations**

Customers are expecting certain things will be occurred as quick and easy resolutions, access to preferred service channels, opportunities to answer questions themselves via help centers, personalized online experiences, data protection and privacy

- Typically customers expect two dimension
 - Expect related to people
 - Expect related to product and services



● *Expect related to people*

- ❖ Friendly, knowledgeable service provider
- ❖ Respect
- ❖ They want to be treated as they are intelligent
- ❖ Empathy
- ❖ Feeling and emotion be recognized
- ❖ Courtesy
- ❖ Recognized someone important
- ❖ Equitable treatment
- ❖ Do not want one individual or group gets preferential benefits or treatment

- **Expect related to products and services**
 - ❖ Easy accessible, available products and services
 - ❖ Reasonable and competitive price
 - ❖ Adequately address needs
 - ❖ Quality
 - ❖ Ease of use
 - ❖ Safe (warranty)
 - ❖ State-of-the-art products and service delivery
 - ❖ Instructions easy to understand
 - ❖ Ease of return or exchange (flexible policies)
 - ❖ Appropriate problem solution

The role of behavioral style

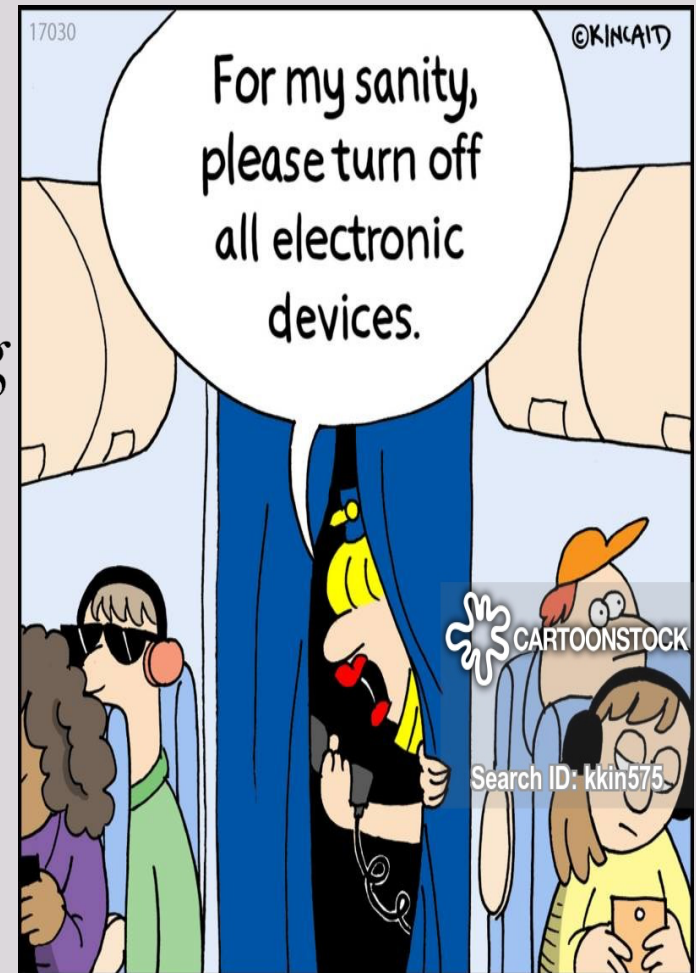
- Behavior style is a part in how people interact
- Style affect types of things people want
- To help calm the customer down, must send *customer-focused* verbal and nonverbal message
- Demonstrate patience, use positive communication skills
- If customer perceive that you are **not attuned** to his/her emotional needs and **not working in best interest**
- → you become **part of the problem** rather than part of solution

Difficult customers

- Negative, rude, angry, complaining, or aggressive
- **Difficult to handle**
 - Lack of knowledge about your product/service
 - Dissatisfied with your service/product
 - Demanding
 - Talkative
 - Internal customer with special request
 - Speak English as a second language
 - Elderly and need extra assistance
 - Disabilities

Working with difficult customers

- *Angry customer*
- *Dissatisfied*
- *Indecisive*
- *Demanding or domineering*
- *Talkative*



Working with difficult customers

Angry

- Be positive

Tell customer what you can do rather than what you can not do

- Acknowledge the customer's feeling or anger

“I can see you're upset. I want to help solve this problem, so could you please help me understand what's happened?”

- Reassure

“I'm going to do my best to help resolve this quickly.”

“You can rest assured that I am going to make this priority.”

Working with difficult customers

- Remain objective
 - Remain calm, count one to ten in your head
 - Take a deep breath before responding
- Determine the cause
 - *“There seems to be some confusion. May I explain?”*
 - *“It appears that I was unclear. May I explain?”*
- Listen actively
 - Let customer vent frustration
 - Avoid interruption or offering *“Yes, but...”*

Working with difficult customers

Dissatisfied Customers

- Listen
- Remain positive
 - “Although I do not normally handle that, I’m happy to assist you.”*
- Smile, give your name, and offer assistance
 - Positive nonverbal behaviors
- Don’t make excuses
 - Look for the ways to correct a mistake rather than cover it up

Working with difficult customers

- Be compassionate
 - 3 Fs technique (fell, felt, found)
 - I see, I can relate to that, I understand what you're saying and I will.....
 - I can appreciate your point.
- Ask open-ended questions

Mr. Smith, can you explain exactly what you expected from our service contract?
- Verify information
 - *“Mr. Smith, if I heard you correctly, you were told by.....that.....but..... Is that's correct?”*
- Take appropriate action



Working with difficult customers

Indecisive Customers

- Truly not know what they want/need
- They occupy large amounts of your time and detract your ability to assist other customers
- Kill time between appointment, relax or lonely want to be around others



Working with difficult customers

- Be patient

Offer assistant, if customer refuses that's fine but **indicate where you will be** and watch for assisting customer

- Ask open-ended questions
- Listen actively
- Guide decision making

Remember **“Help”** not **“making decision for them”**

- Suggest other options

Warranty, color, possible exchange



Working with difficult customers

Demanding Customers

- Be professional
 - Do not raise your voice or relate verbally
- Respect customer
 - Positive eye contact, remain calm
 - Use customer's name
 - Apologize when appropriate
- Be firm and fair and focus on the customer's needs
- Tell the customer what you can do

Working with difficult customers

Rude or Inconsiderate Customers

- Offensive to get attention
- Demanding to speak with supervisor
- Use profanity
- Ignoring what you say



Working with difficult customers

- Remain professional
 - Calm and assertive
 - Control situation
 - *“I’ll be with you as soon as I finish with this customer, sir.”*
- Do not resort to retaliation
 - You’ll embarrassed them

Working with difficult customers

Talkative Customers

- Remain warm and cordial, but focused
 - *“Is there anything else I can assist you with today?”*
- Ask specific open-ended questions
- Use closed-ended questions to control
- Manage the conversation
 - *“I know you said you have a lot of shopping to do, so I won’t keep you any longer. Thanks for coming in. Please let me know if I can assist in the future.”*

Working with internal customers

- Stay connected
- Meet all commitments
- Don't sit on your emotions
- Build a professional reputation
- Adopt a good-neighbor policy



Stay connected

- Make contact periodically
- Say hello, send e-mail, having lunch or dinner
- Do not forget **Cleaning crew, Security etc.**

Meet all commitments

- If you promise to do something, do you best to deliver and in agreed time
- If you can not do, say so
- If you can not finish, let them know in timely manner
- Remember **“under promise”** and **“over deliver”**

Working with internal customers

Don't sit on your emotions

- Negative emotions damaging your health, stress-related to illnesses
- Destroy working relationship

Build a professional reputation

- Proactive service, positive, customer-focused attitude
- Gathering information, product, service, tools before contact customer
- Doing unexpected for customers

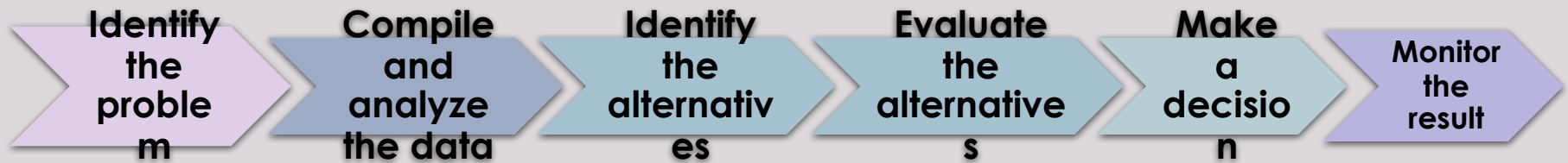
Working with internal customers

Adopt a good-neighbor policy

- Avoid gathering of friends and loud conversation in your workplace
- Maintain sound grooming and hygiene habits
- Don't overdo call forwarding
- Avoid unloading personal problems
- Avoid office politics and gossip
- Pitch in to help
- Be truthful



The problem-Solving Process

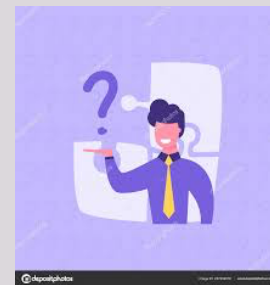


The problem-Solving Process

1. Identify the problem

- Learn the problem as much as you can
- Customer may not know how to explain
- Customer may has communication-related disability or speak English as a second language
- Do not point fingers at others employees, policies or procedures

“I’m sorry you were inconvenienced. How may I assist you?”



● Ask questions

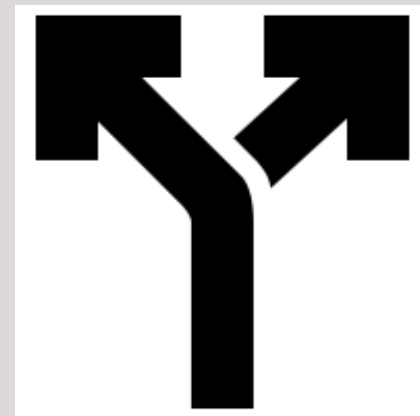
- Ask specific questions
- May open-ended or closed-ended questions
 - *“How do you like this new product?”*
 - *“What uses can you see for this new product?”*

2. Compile and Analyze the Data

- Active listening
- Collect information from a variety of sources
- Quick assessment how serious the problem is
- Reviewing what you have found

3. Identify Alternatives

- Let customer know you are willing to find a solution
- Look for best interest for customer and organization
- Seek approval from higher authority to use *creative action*



4. Evaluate Alternatives

- What is the most efficient way to solve this problem?
- Which are the most effective options for solving this problem?
- Which options are the most cost-effective?
- Will the options being considered solve the problem and satisfy the customer?

5. Make a Decision

- Ask customer for the decision-making, make them feel empowered

“Which option would you prefer?”

6. Monitor the results

- Follow up call
- Sending a written follow-up



Questions?

