

The Answer Was Not Helpful: **NOW WHAT?**

Here are five strategies customer service representatives can use to manage difficult customers:



1

LISTEN

Letting the customer fully explain their frustrations goes a long way in minimizing their stubbornness when you try to offer a solution. Active listening skills build trust with all customers.



2

SPEAK CALMLY

An angry and frustrated response will only cause resentment from the customer. Speaking in a low and kind voice is calming in many scenarios, and it forces the customer to listen carefully.



3

FIND ANOTHER REPRESENTATIVE

Not all personalities mesh well, and in some cases, it is better to find another representative to assist the customer.



4

RECRUIT HELP FROM ABOVE

Some customers are only satisfied once they talk to a manager or somebody with authority. Teach call center representatives how to identify these callers early in the conversation.



5

EXPLAIN EVERY STEP

Open communication is crucial to turning an upset customer into a satisfied one. Explain every step in the process to finding an agreed upon solution.



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