



## HANDLING DIFFICULT & DEMANDING CUSTOMER

## Course Outline

### COURSE SYNOPSIS

In many ways, Customers deserve to be difficult and demanding. They are in fact our paymaster and like it or not, we have to tolerate their whim and fancy. The other reason why they are what they are is because we are operating in a democratic and knowledge base economy. Information is readily available, legislations are developed in favor of them, influence by consumer groups is ever mounting and the power of buying is more often than not in their hands. That's basically why Customers today are louder than ever!

However, this does not mean that difficult and demanding Customers are emotionally foolish people. They are just emotionally impoverished people. Being a Customer care professional, it is important to master the skills in handling such unique breed. Tolerance is always a disguise of immunity, and has to be removed in order to love and appreciate every single Customer regardless of their behaviour and emotion.

### COURSE OBJECTIVES

This program is not for the ordinary. Handling Difficult and Demanding Customer (HDDC) is designed for people who want to leave the world of harsh living along with the unique breed. The whole objective of the program is to empower the Participants with the knowledge about Customer behavior, adverse reactions and practical skill in handling difficult and demanding people, in which this case is the Customer.

### WHO SHOULD ATTEND

This program is specially designed to suit all Customer Service personnel, sales and marketing professionals and front liners. Other personnel not within these portfolio but has indirect interest with the Customer is also encouraged to attend.

### DELIVERY METHODOLOGY

This program will take on a multi disciplinary approach using both the theoretical and participative approaches. Participants will be systematically exposed to a series of lectures, actual case study, team assignments, role plays and experiential learning games.

### COURSE CONTENTS

#### PROGRAM DAY 1

##### The Fundamentals of Human Behavior

- The Wonders of Human Behavior
- The Dynamics of Stress
- Brain vs. Emotion
- The 3Ps in Customer Behavior

##### Before Customer Rage

- Determining Customer Satisfaction
- The Customer Excellence Approach
- Predicting Satisfaction Failures
- Strategies for Minimizing Failures
- Customer Affection Skills



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### PROGRAM DAY 2

#### During Customer Rage

- The Types of Customer Rage
- Defusing Emotional Situations
- Manipulation The Stressors
- Handling Irate Callers

#### After Customer Rage

- Customer Commitment
- Turning Difficulties into Challenge
- Transforming Demands into Opportunities
- Customer Retention Strategies