



Task 1

Read the comments below. Write C (customer) or S (staff).

The most common complaints

1. I keep getting shuffled from one person to the next. **C**
2. We're doing our best to make sure we get this issue resolved quickly, but sometimes it takes time. **S**
3. They just don't seem to care at all. **C**
4. We handle many issues at a time, but they want to be kept up to date on their issue. **S**
5. They blame us for the product's faults. **S**
6. They don't seem to know the product well enough to provide necessary information. **C**



Task 2

Watch the video. Answer the questions.

1. What shouldn't you do while a customer is making a complaint? **interrupt**
2. How should you react once they finish? **repeat back to them, summarize what they said**
3. What's the most important thing you should offer a customer? **a plan**
4. What's the thing to understand about a customer? **what they want to accomplish**
5. What was the outcome of the presented case? **they managed to offer the customer what he wanted within the scope of their service**



Task 3

Fill in the blanks with the correct words from the video. Answer the questions.

sample answers

1. Sometimes you have to properly **reset** expectations. What is meant by that? **some customers may not understand what the service entails**
2. You're totally **valid** in how you feel. Why is it important to say that? **customers feel someone cares about their problems**
3. Show a customer that you **mutually** benefit from what you're about to offer. What's the benefit for the company? **the customer is satisfied, their reputation is not harmed**
4. First, I had to **acknowledge** the fact that I understood where he's coming from. What does it refer to? **understanding the customer's needs**
5. Why is it vital to understand what a customer wants to **accomplish**? **we can find a way to fix the problem**



Task 4

Put a check mark (✓) next to the items that you agree with. Next, answer the questions.

student's idea(s)

- be dismissive of their behavior
- never apologize for the issue
- try to diffuse negative or highly charged emotions
- show empathy
- offer a full refund
- follow up with the customer to get their feedback on the solution you offered
- set aside your personal opinions and feelings
- adjust to the customer's communication style
- consult the company's policies and regulations
- be transparent about the issue

Why did you choose those strategies? **student's idea(s)**

Describe a time you, or someone you know, had to deal with a difficult customer/client at work. What happened? How was the problem solved?

student's idea(s)