

Making Difficult Customers your Greatest Advocates

Rob Dibble, Facilitator



The webinar will begin shortly

Welcome!



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Rules of Engagement



After the Webinar



Learning Objectives

- Understand the importance of every customer
- Recognize that how you respond to an angry customer can be your biggest competitive advantage
- Identify techniques to help you when difficulties arise that cannot be prevented.



How Do You Define Difficult?



How Do You Define Difficult?

Not responding to emails

Forceful

Unwilling to compromise

Self absorbed

Avoiding conflict

A pushover

Unapproachable

Insensitive

Arguing

Talking too much

Demanding

Know-it-all

Being rude

Not speaking up

Too pessimistic

Always having an opinion

Big ego

Yelling

Unassertive

Passive aggressiveness

Having to win

Hoarding information

Too optimistic



“There is only one boss. The customer. And he can fire everybody in the company on down, simply by spending his money somewhere else.”

~ Sam Walton



Service Today



Rank customer service in this country from 1-10*.

Why did you assign that number?



*Use 10 to represent the best and 1 for the worst



Out of 25 dissatisfied customers – how many will you hear from?

Fascinating Facts

Fact	The Figure Is	Correct
1. It costs an average of 3 times as much to attract a new customer as to keep an existing one.		
2. On average, dissatisfied customers tell 5 people in person about their negative experiences.*		
3. It takes 10 good customer service experiences to overcome a single bad one.		
4. About 60% of unhappy customers won't buy again from a company that upset them.		
5. Of customers who switch to a competitor, up to 70% say that they were satisfied before making the switch.		

**Social Networking does not count!*

Fascinating Facts

Fact	The Figure Is	Correct
1. It costs an average of 3 times as much to attract a new customer as to keep an existing one.	Low	5 Times
2. On average, dissatisfied customers tell 5 people in person about their negative experiences.*		
3. It takes 10 good customer service experiences to overcome a single bad one.		
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Fascinating Facts

Fact	The Figure Is	Correct
1. It costs an average of <u>3 times</u> as much to attract a new customer as to keep an existing one.	Low	5 Times
2. On average, dissatisfied customers tell <u>5</u> people in person about their negative experiences.*	Low	10-16
3. It takes <u>10</u> good customer service experiences to overcome a single bad one.		
4. About <u>60%</u> of unhappy customers won't buy again from a company that upset them.		
5. Of customers who switch to a competitor, up to <u>70%</u> say that they were satisfied before making the switch.		

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Fascinating Facts

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1. It costs an average of 3 times as much to attract a new customer as to keep an existing one.	Low	5 Times
2. On average, dissatisfied customers tell 5 people in person about their negative experiences.*	Low	10-16
3. It takes 10 good customer service experiences to overcome a single bad one.	Low	12
4. About 60% of unhappy customers won't buy again from a company that upset them.		
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4. About 60% of unhappy customers won't buy again from a company that upset them.	Low	91%
5. Of customers who switch to a competitor, up to 70% say that they were satisfied before making the switch.		

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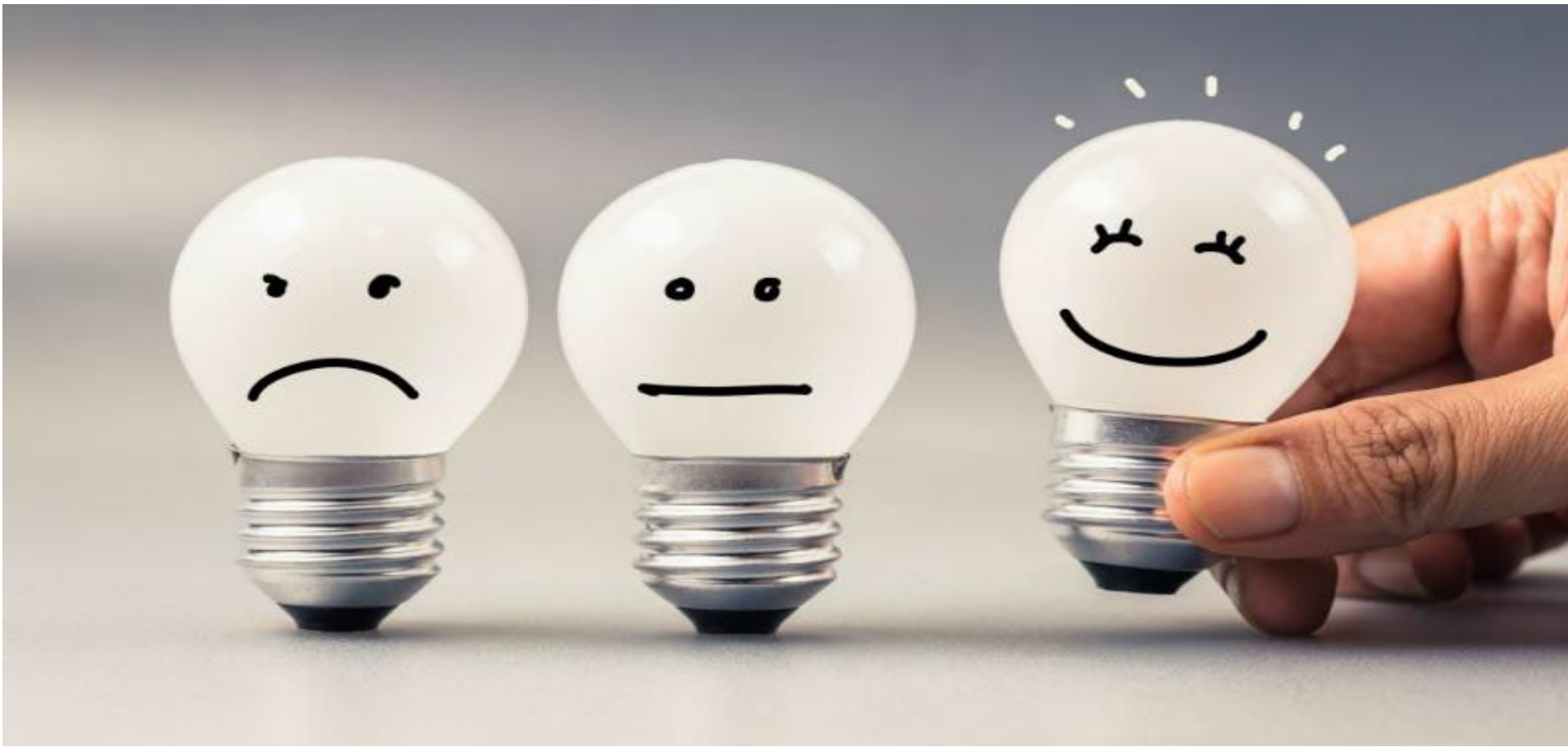
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4. About 60% of unhappy customers won't buy again from a company that upset them.	Low	91%
5. Of customers who switch to a competitor, up to 70% say that they were satisfied before making the switch.	Low	80%

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**What does exceptional
customer service look like?**



Exceptional Customer Service is when you go above and beyond what a customer or client expects. You take that extra step to make them feel that you understand what they're going through and you want this to be the best experience they've ever had.

What Customers Desire

- Friendliness
- Empathy
- Fairness
- Participation
- Alternatives
- Information





Where is Customer Service Delivered?





YADVINDER SINGH

33 reviews · 4 photos



★ ★ ★ ★ ★ 3 weeks ago

Today they act like a cheap and unprofessional broker. I booked a load for \$5900 CA to IN. They cancelled my load because they got someone for cheap rate. Not expected from Armstrong. Action should be taken against broker(luke).



Drew Taylor

Local Guide · 24 reviews



★★★★★ 4 days ago

This place! Is absolutely awesome! They work hard! To help their staff! And partners! They have excellent carriers and service! TMS system for agents is unmatched! I've seen several! And they bring a new level to the service of their agents! Their carriers! And their customers!



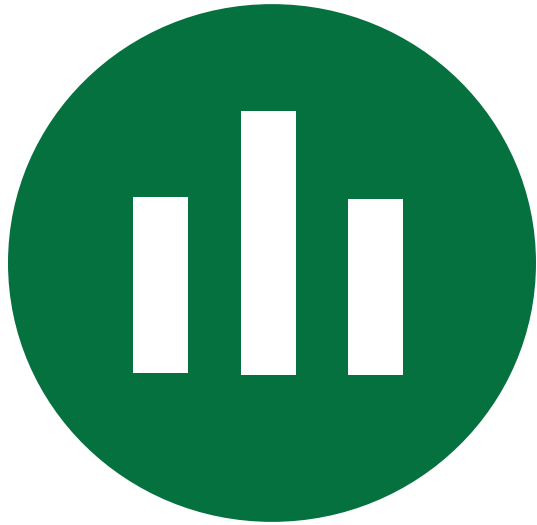
Jesse Koryciak

10 reviews · 3 photos



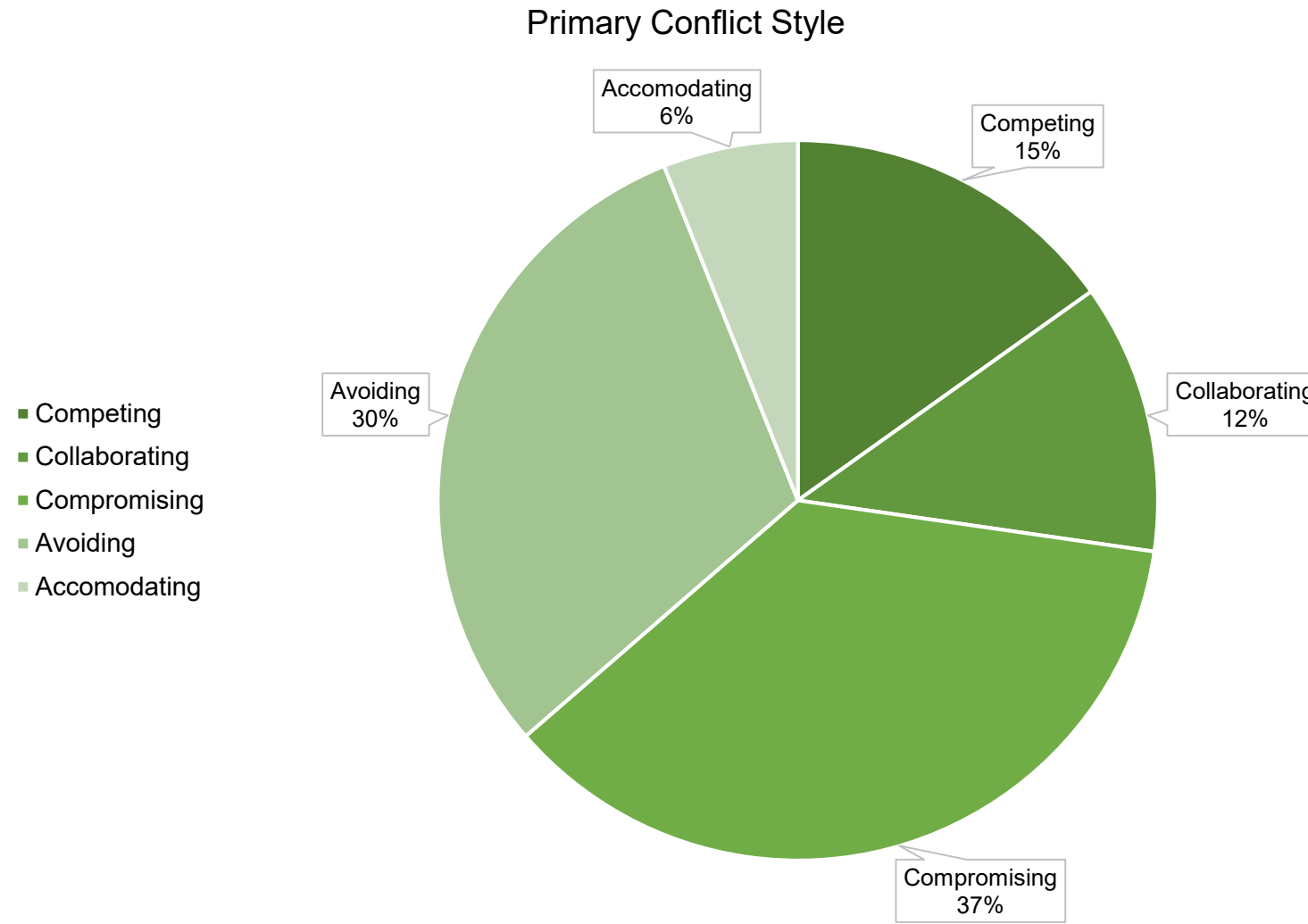
★★★★★ 5 months ago

I have been dealing with Armstrong Transportation Group for over 5 years now. I have almost experienced dealing with every department. I've not had a single experience not handled in professional way. They have even added certain features on their software to accommodate our needs. I would most definitely recommend this company for any shipping needs.




**How do think people
typically react to
customers who are
being difficult?**

Thomas-Killmann Questionnaire Results



#1 - Introduce yourself

Hello
my name is

A woman with long brown hair, wearing a blue top, is talking on a white mobile phone. She has a frustrated and angry expression, with furrowed brows and an open mouth. She is looking at a laptop screen in front of her, which is out of focus. Her right hand is raised in a gesture of exasperation. The background is a blurred indoor setting with a green plant.

**#2 - Assume
That the
Customer Has
a Right to Be
Angry**

#3 - Listen to Emotion without Emotion



#4 – Be Patient

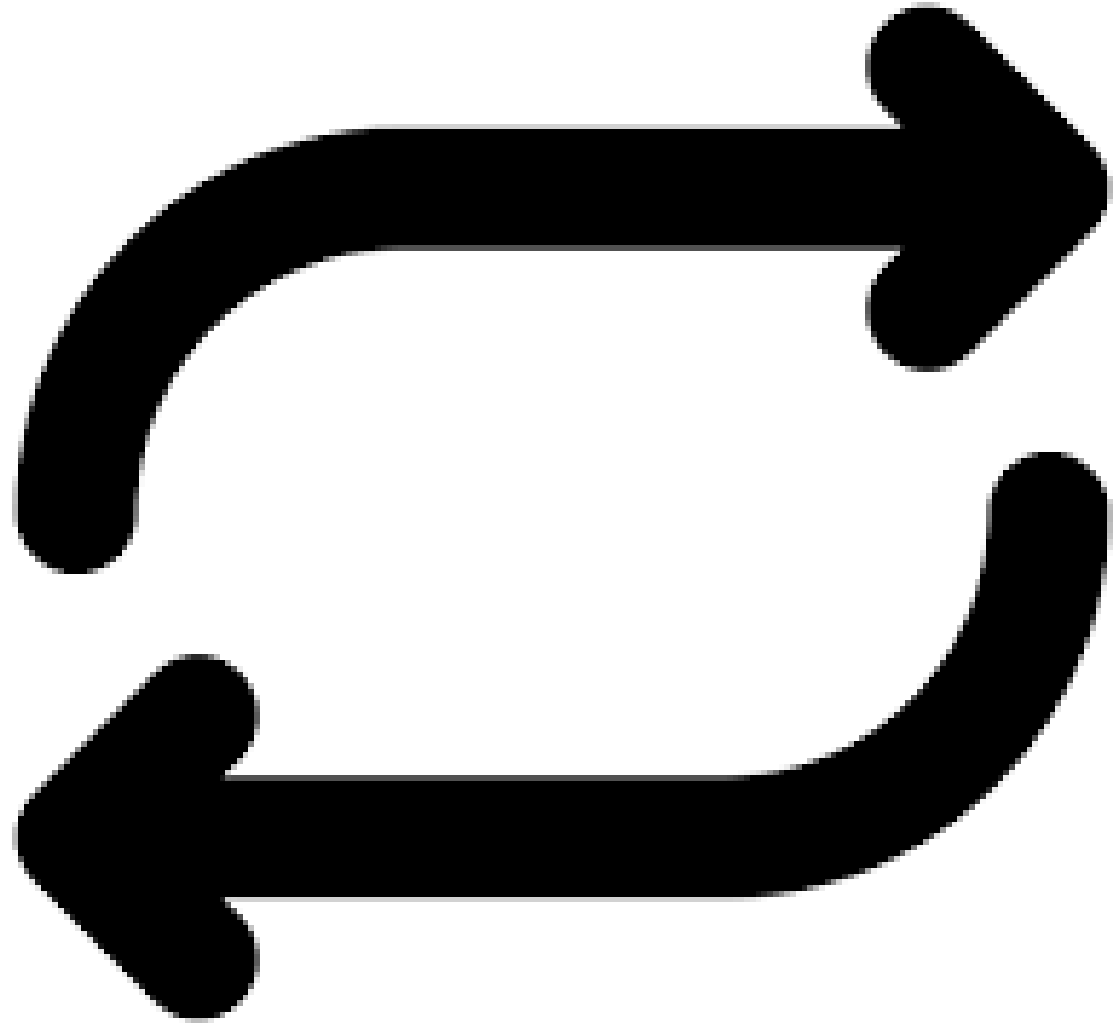


#5

Speak Softly
Please

Sold only by *Prim*

#6 - Reiterate





#7 – Own the Problem



#8 – Place the Customer First and the Problem Second

#9 - Triage



#10 – Correct the Issue





#11 – Close the Loop

What seems to us as
bitter trials are often

Blessings
in disguise.

~ Oscar Wilde

Q U O T E D I A R Y . M E





Questions

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or

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2022 Lineup!

<https://professional.charlotte.edu/webinars/professionals-at-work-learning-series>

Date	Webinar Title
June 15	Better Coaching Conversations
July 13	Building a Winning Culture
August 10	Building Leaders At All Levels
September 14	Fostering Employee Engagement
October 12	Driving Accountability and Empowering Others
November 9	Building Excellence into Everything
December 14	Celebrating the Wins

Remember – 1pm on the 2nd Wednesday of every month



Questions

