

Managing challenging customer interactions

It's easy to assume that the most common type of challenging customer is an angry customer – but that's not always the case. A challenging customer could just as easily be someone who is emotional or manipulative or someone who, mistakenly, thinks they already know everything they need to.

What these customers all have in common is that dealing with them can be a challenging experience. These conversations have the potential to be stressful, possibly even taking a toll on your mental health and personal wellbeing. However, if managed confidently but sensitively, securing a positive outcome for all concerned is always a distinct possibility.

Description

This course is designed to help you develop the techniques and strategies needed to deal with dissatisfied and challenging customers. It explores the importance of understanding a customer's motivations as well as how to recognise, manage and resolve their problems. It also introduces you to the tools and skills required to defuse conversations that can quickly become pressurised and uncomfortable.

Staying calm and rational in the face of a highly challenging situation, with emotions running high, can be hard to do. An important consideration here is understanding your own responses to conflict which is why this course explores your own emotional triggers and how best to manage them. Acknowledging that asking for help is never a sign of weakness, the course also encourages you to think about the circumstances where calling for further assistance is absolutely the right thing to do.

What does it involve?

Included in the online materials for this course is an audio recording of a challenging customer interaction. This recording – and the customer's subsequent feedback – forms part of a reflective exercise you're asked to undertake both before and after the workshop. You're also provided with a collection of strategies for managing challenging customers.

The workshop itself, which lasts 3.5 hours, begins by exploring how to start a new customer interaction in the best possible way. Subsequent sections look at how to manage your customer's behaviour and how to deal with more complex customer interactions. Here, you'll learn to identify typically challenging behaviours and will be shown how to manage conflict and regain control of a conversation.

You'll also consider how to improve your self-awareness and to manage your own behaviour. The workshop concludes with an exploration of when it's appropriate (or necessary) to seek out further support to help resolve a customer issue.



Managing challenging customer interactions (cont.)

What's the outcome?

After completing this course, you'll understand how to get to the root cause of a customer's problem and will be equipped with techniques and strategies that can be used to defuse a wide range of customer challenges. In addition, you'll appreciate how your own emotional triggers can affect your ability to deliver a confident customer service.

Knowing how a difficult customer interaction can affect you personally, you'll be able to develop strategies for remaining calm during these conversations and for protecting your own well-being. You'll also know when to seek out additional support to help resolve a problem and how to effectively transfer a problem to your colleagues.

Learning activities



Delivery method:

F2F 

VLE 

Estimated learning time:

5 hours 25 minutes

How to book

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