Name: _____ Customer Service Techniques

Chapter 6: Problem Solving

Understanding Complaints

- Customers may complain for a variety of reasons:
  - _____
  - _____ with product
  - _____ disposition
- First-Call Resolution (FCR)- call to a service rep that is completely _____ on the _____ call
- Customer complaints can escalate when not _____ or _____ in an appropriate manner

Disagreement vs. Conflict

- Disagreements- difference in _____ that do not need to be _____; agree to disagree
- Conflicts- involves more serious clash values, perceptions or ideas, and they can _____ _____

Good Conflict vs. Bad Conflict

- Good
  - Better _____ of another person's _____
  - Promote a deeper understanding of one's _____, one's motivates, and one's effect on _____
  - Meaningful transformation in one's _____
  - More _____ relationships
- Bad
  - Issue replaces specific issue as the problem _____ and then behavior changes to wanting to _____ the relationship
  - Concern for self turns into _____, and primary interest is _____ company or getting _____

Conflicts Continued

- _____-
  A recognized third party complaints handling mechanism in the United Stated that has directed itself to playing a leading role in the _____ of customer-business _____.

- _____- process used to resolve differences between two parties conducted by an impartial third party for the purpose of bringing a _____
- _____- legally binding process that begins when both parties sign an agreement permitting the arbitrator to conduct a fact-finding hearing and make a final decision

Complaint Handling Process

- Customer _____ policy- a company policy that is the foundation for maintaining customer _____ and that lays out the foundation for _____ with customers and for handling _____
- Policy should:
  - Encourage customers to express _____
  - Cover issues surrounding business's advertising, sales promotion, displays, warranties etc.
  - Emphasis proper _____
  - Conform to federal, state and local _____ and _____

Using Scripts

- _____- predetermined _____ that states how to respond to common _____
- Advantages-
  - Help deliver _____ service
  - They assist CSR in developing open _____-_____ response
- When creating scripts include:
  - _____: understanding the situations and _____ from the customer's point of view
  - _____: recognizing the validity of the customer's complaint
  - Reassurance: restore customer's _____ in the company
  - _____

Problem Solving Process

1. Identify the _____
   a. Asking right questions & learning from the _____
2. _____ the Problem

3. Identify _____ criteria
4. Develop multiple _____
5. Choose the _____ solution

Listening and Responding

- Key importance in _____ process
- Tips
    - Determine whether the situation is a _____ or a real _____
    - Analyze your interests and the customer's _____
    - Brainstorm creative _____ and generate ideas together
    - _____ the process if the issue is not resolved at first and be _____

Successful Problem Solving

- Successful problem solving is critical to the _____ success of the company. Problems that are not resolved early increase the cost of service to the company.
- Companies need the following element to be most effective in their service:
    - Accessibility- _____
    - _____- accepting responsibility of situation
    - Explanation of the policies- _____ explanation of the _____
    - Follow-Through- _____ to the customer

Negotiating Skills

- Negotiation- and interpersonal process requiring a _____ and _____ between the participants

1. Describe why we (CSRs) _____ and _____.
2. Express why we (CSRs) feel as we do and the _____ for our _____.
3. Acknowledge the other person's _____.
4. Look for _____.
5. Choose one solution.
6. Put the chosen _____ into _____

Conflict Management Styles

- _____
- Accommodating

- _____
- Collaborating
- _____

Conflict Resolution Strategies

- _____-_____ Strategy- assumes one side will win while the other side will lose
- Lose-lose strategy- one party attempts to _____ at the _____ of the other, mutually _____
- Win-win strategy-assumes a _____ solution can be reached that will _____ the need of _____ the parties

Effective Win-Back Plan

- Why customers leave:
  - Don't know who to _____to about _____
  - Think their complaint will never be _____
  - Think the company does _____ _____ about the problem
- When reproaching lost customers:
  - Acknowledge past _____
  - Point out _____ and changes made since last purchase.
  - Emphasize the ease to _____-_____ with them
  - Provide meaningful financial or gift _____

Understanding Why Customers Leave

- 4 general reasons:
  - _____ with product delivery, installation, service, or prize
  - Improper handling of _____
  - Disapproval of _____ changes
  - Feelings of being taken for _____