

Reassure the Customer that you are going to work together to resolve the issue immediately

“Let’s discuss/look into what we can do to resolve this, without further delay, Mrs Evans...”
“we” suggests partnership, and cooperation.

“Tell me everything that has happened so that I fully understand what has been explained to you so far”

This shows the customer that you want to fully understand the reason for the call in order to resolve the situation.

“I have looked into this for you and can now see exactly what the problem is”

This shows that you have taken the time to fully investigate and you have the ability to help.

“What I’m doing for you right now is...”

Reassuring the customer that you are taking immediate action.

“I have great news for you Mrs Evans. That’s now been done and the payment will be in your account on Friday, without further delay”

“I really appreciate the time you have taken out of your busy day to contact us today and given me the opportunity to resolve this for you. This isn’t the level of service you should expect from us and as a thank you, I would like to offer...”

Always thank the customer for getting in touch. If you are in a position to offer a goodwill gesture when a mistake has been made, then it is a nice touch.

Provide reassurance

Sometimes it isn't possible to end the call with an immediate resolution. Reassure the customer that you will take ownership until it is resolved.

- “This will be resolved by the end of the day, Mr Jones, and I will call you to confirm by 4pm”

OR

- “I will call you as soon as we've had an update from.... This will be no later than 5pm tomorrow. If I haven't received an update by then I will call you to keep you informed”

Always follow through with the promises you make – you don't want to lose the Customer's trust

Customers don't want to hear:

- They don't want to be referred to as a policy or reference number – use the customer's name as soon as you have obtained it
- I'm not really sure
- It's not our company policy to....
- What you'll have to do is.....
- I can't do that
- Unfortunately.....Tell the customer what you CAN DO!
- A monotone or disinterested tone of voice
- A string of excuses or passing the buck
- Sorry without genuine concern
- No acknowledgement of their concern or feelings
- What you can't do – always focus on what you can do!
- You interrupting!
- A string of verbal nods, with no acknowledgment or empathy

Have a go using some of these phrases and avoiding the words and phrases that customers don't want to hear.

Jacqui Turner has 27 years Customer Service training experience. Please contact us to discuss how we can help you attract more customers and retain customer loyalty.

We provide bespoke training programmes tailored to your needs; working with you to design courses which will achieve the results you want.