

# Dealing with Difficult Customers

## Aim of the Video

To assist staff to gain confidence with difficult customer interactions. Attendees will reflect on past difficult customer interactions, identify how it made them feel and then use empathy to consider why some customers use challenging behaviours. The video provides attendees with improvement ideas for future difficult customer interactions.

## *Play the video up to the Pause*

## The Activity

Confirm this video is related to day to day difficult customer interactions and not situations that leave staff feeling violated, threatened or abused. Those situations are serious and may require a deeper discussion. Consider allocating Chapter W from Cate Schreck's book *"The A-Z of Service Excellence"* as post session reading.

Staff may reflect on interactions from previous roles/employment. Remind staff to be considerate of customers and employers' privacy/confidentiality when sharing experiences.

### Question 1

- Encourage staff to consider telephone and email interactions as well as face to face.
- Ask staff to think about how they felt during and after difficult interactions. Write those words onto a whiteboard/butcher's paper for all to see.

### Question 2

- The bigger the list the more chance staff will recognise that difficult customer behaviours are rarely personal and common for staff at all levels.

## Before returning to the video

Staff may have different feelings about difficult customers i.e. experienced staff may find difficult customers a positive challenge, others may feel flustered or attacked. Confirm to attendees that honesty about feelings is the first step in building confidence. Encourage experienced staff to share their best practices when interacting with difficult customers.

## *Press PLAY*

## Post Video ACTION

**Remind attendees;** if anyone has concerns about dealing with a difficult customer, the business is there to help. Consider offering private conversations with relevant support staff for attendees uncomfortable sharing in a group setting.

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## ACTIVITY

**1. What has been the most difficult customer interaction you have experienced and how did that make you feel?**

**2. Why do you think some customers use difficult behaviours?**