



Tips for Dealing With an Upset Customer

From time to time, you will have to deal with a customer or client who is very upset. No matter who is to blame, it is always important to keep a few principles in mind to improve rather than deteriorate the situation with the customer. Here are some tips for dealing with an upset customer:

1. **Stay calm.** Try to remain diplomatic and polite. Getting angry will only make the customer angrier.
2. Try to see things from the **customer's point of view.** Perhaps you would also feel upset if you were in the same situation.
3. **Thank the person** for raising the concern and do it sincerely. Emphasize the importance of satisfied customers to you and your organization.
4. **Listen for understanding.** Sometimes the irate caller just wants someone to listen to their story, even if you are unable to help them.
5. **Ask questions** to get their facts and feelings. Listen to learn rather than to prepare your response. Don't respond too quickly.
6. **Find points of agreement** with their concerns. Establish common ground to show the person you are listening.
7. Always show a **willingness to resolve the problem or conflict.** Make the resolution seem as easy as possible.
8. **Be genuine and show your personality.** Respond as an understanding friend rather than by citing policies.
9. Be **firm but understanding** with your answers.
10. As a last resort, offer to have your **supervisor talk to the caller.** Your supervisor may say the same things, but sometimes hearing it from someone else has a positive effect on the customer.

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Keep your customers coming back by offering great customer service
By Helen Neuharth, President/CEO

Life is all about 'customer service'!

No matter if you are employed, own a business, volunteer, etc. YOU need to provide the best customer service you can to each and every person you interact with and that includes family members and co-workers. Remember the Golden Rule "do unto others as you would have them do unto you". You will go a long, long way in every aspect of your life if you follow this rule.

The Chamber is embarking on a huge campaign relating to customer service and education on the value of shopping locally. Keep your tax dollars working for YOU in



YOUR community!

There are three reasons a customer will continue to do business with you: excellent customer service, convenience and cost. Check out the Chamber's website www.casagrandechamber.org for community events; business tips; Chamber events; workshops and seminars, as well as "Buy Local 1st" discounts.

You asked for it, you got it! Don't miss this incomparable opportunity to learn the "do's" of providing excellent customer service

Greater Casa Grande Chamber of Commerce

Customer Service Workshop Luncheon

"The Attitude of the Employee is Contagious to the Customer"

Presented by Motivational Speaker & Trainer David K. Aaker, IOM

Wednesday, May 5, 2010 - 11:30 am – 2:00 pm

Buffet lunch included - Holiday Inn, Casa Grande - 777 N. Pinal Ave., Casa Grande

Reservations required by April 30, 2010 - Contact Linda, 520.836.2125 or events@casagrandechamber.org