



Dealing with Difficult Customers

Course Overview

Dealing with customers can be very rewarding and also very challenging when they behave in difficult or unpredictable ways. This highly practical one day course will provide insights into what triggers difficult behaviour along with strategies for dealing with it effectively and more confidently. It will focus on real workplace examples relevant to your sector and on helping employees to remain calm and professional when on the receiving end of difficult behaviour.

Who should attend

Anyone who deals regularly with customers who display difficult or aggressive behaviour will benefit from learning skills and techniques to stay in control and manage interactions for best outcomes.

Course Objectives

By the end of the course participants will be able to:

- Explain the needs and expectations of customers
- Recognise and deal effectively with a range of difficult customer behaviours
- Use assertive communication techniques when speaking with customers
- Understand triggers for anger and aggression and the escalation cycle
- Demonstrate the CARP approach for dealing with anger or aggression
- Explain the principles of Transactional Analysis and apply it to customer interactions

Course Content

- Understanding the needs and expectations of customers
- Identifying difficult customer behaviours with possible causes and effects
- Focus on attitudes and emotions
- Importance of building rapport and showing empathy

- Awareness of body language
- Using assertive communication techniques to manage difficult interactions
- Telephone communication and using your voice to best effect
- Choosing co-operative language to influence customer behaviour
- Recognising common triggers for anger and the escalation cycle
- Understanding the 'bait concept' and how to respond
- How to defuse anger and aggression using the CARP system
- Introduction to Transactional Analysis (TA)
- Using the principles of TA to reach better understanding and influence customer behaviour
- How to reduce personal stress and recover quickly after a difficult customer interaction
- Personal action notes

Reviews

“Enjoyed the course – I will definitely put what I have learned into practice. Would recommend this course to anyone who deals with callers and patients in the NHS.” AB, NHS Scotland

“Very interesting and informative, will be very helpful in my day to day life not just working! Tutor very clear and made the course fun and interesting.” LS, NHS Scotland

“Good discussions and plenty to apply to our work situations. Very useful indeed.” LB, NHS Scotland

“Great course. Feeling more confident now about dealing with customers in my new role.” SL, Fife Council

“Enjoyed the training. Really got us thinking about how we deal with customers and the ideas and techniques will be invaluable.” MW, Fife Council