

# The Telephone Customer Experience

*How to Deliver the Best Possible Telephone Customer Experience and Handle Difficult Customer Over the Phone*

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Phone call gone bad

The problem is not the  
problem.

In most “problem” situations, the way the problem is handled becomes the real problem.

# What's Missing?

- Perception of apathy/rudeness
- No acknowledgement of the customer's problem
- No sense of urgency
- No personal connection

# What the Best Do

- Empathy
- Connection
- Listen
- Make customers feel good/enrich others



Empathy

# Reactions

- *“Getting old sucks, even if it’s just make believe.”*
- *“Wow.”*
- *“I never realized how insensitive I was.”*
- *“As a direct result of this experience, I will be a better nurse, a better person.”*



{PEC}

Personal emotional connection



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Pecan Tiramisu  
Caramel  
Caramel  
Chocolate Raspberry  
White Chocolate Raspberry



PEC @ Zappos

# Personal Emotional Connection

- Be welcoming
- Acknowledge concern and compliments
- Show genuine interest
- Use the caller's name



Listen

Seek to understand.

Then be understood.



# Man in the Desert

# Probe politely

To ensure you understand exactly what your customer needs





My client probed



Make customers feel good

What time is the 3  
o'clock parade?

# Feeling good at Apple

Apple employees are expected  
to make customers feel good





# Handling Difficult Customers

## Emergency First Aid for Emotional Customers

+ Reassure the customer that you are here to help.

+ Look for the underlying cause of the person's reaction. Is it frustration, fear, confusion, etc.?

+ Listen and limit your responses to simple reassurances that you are doing so. "Uh-huh" "I understand", etc.

+ Apologize when appropriate. "On behalf of Apple, I would like to apologize for....."

+ Take notes. Even when the person is venting, they are often providing important details. It will save time later and help you listen without interrupting.

+ Are you feeling anxious? Is your breathing getting shorter and faster? Relax. Take deep controlled breaths.

+ Acknowledge the customer's underlying reaction. "I can certainly understand how frustrating this can be." "I know this can seem very confusing."

A page from Apple's  
playbook

In most “problem” situations, the way the problem is handled becomes the real problem.

# When you master these things great things will happen

- Empathy
- Connection
- Listen
- Make customers feel good/enrich others



Start

Stop

Continue

# Let's connect

- For a copy of today's slides, go to [MyraGolden.Wordpress.com](http://MyraGolden.Wordpress.com)
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