

3-Step De-escalation Strategy

Recognize
Reframe
Resolve

Recognize

- Link the communication chain
- Limit responses to simple reassurances
- Listen with the intent to understand (not the intent to reply)
- Use partnering language
 - *"I realize this has been frustrating for you."*
 - *"I can see your point on that."*
 - *"We want to get to the bottom of this as much as you do."*
 - *"I understand and will do my best to take care of this for you."*
 - *"I'm sorry this has been your experience."*

Notes

Recognize Your Customer's Concern Discussion

1. Discuss some of the best statements of recognition people in your group **have received as a customer.** For example, Myra liked when the QVC agent said, *"I know you're anxious to receive your credit."*
2. **Agree upon a routine interaction, one that often leads to escalation.**
3. Script out (in just an outline format) **how you could start this conversation off with a statement of recognition.**

Keep the following in mind as you write out your words of recognition:

- Link the communication chain, because this keeps your customers from getting stuck in the right-side of the brain.
- Avoid sounding adversarial. The goal is to find common ground.
- Use partnering language, so the customer feels you're on their side.

The person in your group who most recently graduated from high school will lead this discussion. You have 5-7 minutes for this discussion.

Write your statement of recognition in the space below.

Reframe

Reframing Statements

- *"We have a situation that has come about from a past issue. I want to now focus on what we can do to fix this for you."*
- *"We want to get to the bottom of this as much as you do."*
- *"I certainly understand your concern. Let's take a look and see what's going on."*
- *"I will do my best to take care of this for you."*

Reframing Strategy

Here's what we know.
Here's what we've done.
Here's what's next.

Reframing Notes

Reframing Discussion

If you find it difficult to get your customer to stop telling you the story of just how upset they are, or are, and to stop rambling on about the problem, it's likely because the customer is stuck in the past.

You're going to have to reframe the issue in the customer's mind. That is, you must strategically move your customer out of a past problem to a focus on the present so that you can offer a solution. Your job, in essence, is to get the customer to move on.

Reframing statements are fantastic in getting the customer to move forward. Reframing does two things for you. First, it acknowledges your customer's biggest concern. Secondly, it ushers in the solution phase of problem resolution.

Discuss

1. As a group, come up with a routine interaction where your customer can be emotional, overly talkative, or in general difficult.
2. Next, brainstorm a couple of things you can say to reframe the issue and help your customer to move on so you can help them.

The person in your group who last ate pasta will lead this discussion.

You have 4-6 minutes for this discussion.

Resolve - Resolution or an Explanation

Applying the Three Steps of De-escalation

Instructions to the observer: *While you observe others using the 3-Step De-escalation Process, use this form to make notes of specific things they did well and suggestions for improvement.*

De-escalation Step	Specific Behaviors and Phrases	Strengths	Suggestions
Recognize			
Reframe			
Resolve			

Part 2: Communication Skills Training

Telephone Skills, How to Deliver Bad News and Conversation Control

Telephone Skills

- Use a lead-in
- Speak in complete sentences
- Yield to customers
- Bridge into questioning

- End with a fond farewell

Goal-Setting Activity

4 Keys to Delivering Bad News

1. Be clear
2. Acknowledge how hard it is right now
3. Manage expectations
4. Offer options, when it makes sense

Giving Bad News Clearly

- Assert yourself
- Be straightforward and honest
- Establish credibility
- Pause to let the news sink in

Acknowledging Concern

- *"I know this must be frustrating for you."*
- *"I realize you're upset. I'd like to take a minute to talk about what I think happened and then answer any questions you might have."*

- *"I'm sorry you've had a frustrating time, but I'm glad you called so that we can research this and determine what has happened."*

Biggest Challenge With Giving Lousy News

In your small group, invite each person to share the hardest part of telling customers what you know they don't want to hear. As people share advice, *use this form to make notes of specific things you can do to make giving bad news easier.*

The Hardest Part of Giving Customers News They Don't Want To Hear For Me Is: <i>(write challenges in up to 3 boxes below)</i>	Helpful Behaviors Phrases, or Approaches Shared By My Small Group
Challenge #1	
Challenge #2	
Challenge #3	

Notes

Conversation Control

1. Use Point Questions

- *"The first thing we need to do is..."*
- *"I hear what you're saying, and I can help. Let me just ask you a couple of questions."*
- *"Fantastic. You've given me exactly what I need to be able to look into this for you."*
- *"I know this has been frustrating for you. Let me try to help."*
- *"What, precisely, can I do for you today?"*

2. Topic Grab

3. Ask 3 Closed-ended Questions Back-to-Back

Notes

