

Title: Customer Service: Difficult Customer Alert

Production Company: Coastal Video

Reorder Information: 800-285-9107

Length: 20 Minutes

Synopsis:

This video uses the A.L.E.R.T model to teach good customer service.

A - Acknowledge

L - Listen

E - Empathize

R - Resolve

T - Thank

Also, this video addresses situations with difficult customers and then uses the A.L.E.R.T. model to show the more appropriate way to handle the conflict to maintain customer loyalty.

It gives tips on how to make the customer feel important and how to fully understand the problem by using active listening. It also discusses the importance of relationship building in customer service.