

Title: Phone – Angry Customer

Production Company: Service Quality Institute

Reorder Information: Produced for Noel/Levitz National Center for Staff Selection and Development by Service Quality Institute.

Synopsis:

The mission of Connections is to “develop human talent” through developing quality service to staff, students, and community. Prospective students often use the telephone to contact a university about numerous queries they may have concerning topics such as their application, different departments, where important offices are located, and the campus life. Therefore, a non-helpful university representative may cause the student to relate this attitude to the school. For universities, there is plenty of “word-of-mouth” advertising, and a person typically tells a dozen others about a negative or frustrating experience. As a university, this is definitely what you do not want. A university should be run similarly to business in that the same quality of service should be given to the students of a university as the customers of a business.

Connections will potentially:

- 1) Sharpen you service skills
- 2) Help you perform your job better with less stress
- 3) Make work more personally rewarding
- 4) Help you to realize how important every person is
- 5) Provide you with several How-to Tools to communicate more positively with others
- 6) Feel better about yourself

The video discusses the importance of first impressions and how crucial it is to have appropriate body language and eye contact. Also, the video discusses the five pet peeves as suggested by Nancy Friedman, the Telephone Doctor, that commonly annoy customers and the public:

- 1) “I don’t know.”
- 2) “We can’t do that.”
- 3) “You’ll have to...”
- 4) “Just a second.”
- 5) “No...” at the start of a sentence

She also suggests what should be said instead of these five phrases. In addition, customers are often annoyed by an awkward silence, which can be avoided by making pleasant conversation with the customer. Salenger Educational Media presents “Dealing with Angry Customers” with William Windom who discusses several steps to dealing with an angry customer:

Step1: Deal with the person’s feelings

- Step 2:
- a. Empathize
 - b. Ask Questions
 - c. Give Feedback
 - d. Summarize

Step 3: Deal with the person's problem

- Step 4:
- a. Find out what the person wants
 - b. Suggest alternatives
 - c. Share information
 - d. Agree on a solution
 - e. Follow up

Viewers will gain several benefits from the video, such as:

- 1) Doing Your Job More Easily
- 2) Getting Positive Feedback
- 3) Improved Image
- 4) More Pleasant Work Environment
- 5) Help You Handle Those Negative Encounters Common in Dealing with Customers