

Demanding customers

Customer care made PERFECT



A Video Arts production
featuring Dawn French, Robert Daws,
James Fleet and Rebecca Front.



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email: info@videoarts.co.uk

Tel: 020 7400 4800 Fax: 020 7400 4900

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Written by: Pat Mitchell, Mitchell Management Training

Designed by: Design Revolution, Brighton

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Titles in this series:

Absence minded: managing absenteeism

An inside job: meeting internal customer needs

Building the perfect team: Belbin's team role theory in action

Can you spare a moment?: counselling skills for managers

Demanding customers: customer care made perfect

Does the team work?: improving effectiveness through teamwork

First among equals: leading a team

How am I doing?: the performance review

How to lose customers without really trying: keeping the customer satisfied

I wasn't prepared for that: overcoming the fear of making presentations

I'd like a word with you: the discipline interview

If looks could kill: the power of behaviour

It's your choice: selection skills for managers

Meetings, bloody meetings: making meetings more productive

Messing up a Meeting, parts 1 & 2

More bloody meetings: the people side of meetings

Negotiating - tying the knot: a skill for life

No complaints?: complaints and the customer

On the receiving end: making call centres more effective

Performance matters: the importance of praise

Performance matters: the need for constructive criticism

Project management: leading a project team

Report writing: the art of writing a good report

Selecting the perfect team: utilising internal and external resources

Sell it to me! parts 1 & 2: essential skills for a salesperson

Straight talking: the art of assertiveness

Talking to the team: how to run a team meeting

Team spirit?: how to be an effective team member

Telephone behaviour: the rules of effective communication

The balance sheet barrier: the basics of business finance

The best of motives, parts 1 & 2: informing and involving

The dreaded appraisal: both sides of the appraisal interview

The grapevine: communicating in a world of change

The helping hand: coaching skills for managers

The paper chase: cutting back on paperwork

The unorganised manager, parts 1 & 2: damnation and salvation

The unorganised manager, part 3: divine intervention

The ultimate change show: managing change

The ultimate stress show: managing stress

Who sold you this, then?: effective after-sales service

You'll soon get the hang of it: the techniques of one-to-one training

Contents

4-5 Video-based training from Video Arts

6-8 Introduction

9-11 What the pack contains

12-30 Course leader's guide

GTW1-GTW21 Group training workbook*

SSW1-SSW33 Self-study workbook*

OHP1-OHP9 Presentation 'slides'/OHPs*

Certificate*

*Copies of these resources are available on the enclosed CD-ROM or DVD to allow you to customise them to your specific requirements and to print the required number of copies from the master for the sole purpose of the training envisaged by the programme, and not for any commercial purpose.

Video-based training from Video Arts



Congratulations on choosing **Demanding customers** from Video Arts

to help develop the skills in your organisation. Video Arts is recognised as the world leader in video-based training, with over 30 years' experience in staff development. With more than 250 video and e-learning/on-line programmes covering all the essential skills of business, you can remain confident that training with Video Arts is the most effective way to improve the skillset of the people within your organisation.



Staff require confidence in their abilities to deal with difficult people.

Why train?

Train hard, fight easy - Marshal Zhukov

These days, it is difficult for organisations to become successful and stay that way. The pace of change is faster, competition is tougher, customers are more demanding, innovation is more prized, but harder to achieve.

Part of the response has been to create leaner, flatter, more flexible structures, but structures don't run organisations and create success, people do - intelligent people, energetic people, reliable people and, most of all, people with the right mix of up-to-date knowledge and skills.

That means people who are trained, not for a lifetime's work, not just once in a while, but as a central, continuing part of their working lives.

Why use video-based training?

Video is familiar. Television is how most people find out what is going on in the world. It is not surprising that this is a medium they are comfortable to learn from when they are being trained.

Video makes demonstration easy. We can show situations being handled badly. We can contrast them with how to handle them well.

Video is flexible. It can be the cornerstone of a course run for a group by a specialist trainer. It can quickly provide simple, clear lessons for a team whenever it is convenient for them. It can bring interest and enlightenment to a self-study programme.

Video injects realism. It lets us present those being trained with emotional, as well as rational, problems to solve. Ask a group '*how would you deal with an angry customer?*' and you will get a tidy, textbook answer. Use video to confront them with an angry customer and you will get a much more realistic reaction.

Video provides variety. Different people learn in different ways and none of us has an infinite attention span. Video provides us with a powerful means of injecting variety into our training.

Why use Video Arts' programmes?

Winston Churchill once said that he loved to learn, but hated being taught.

That is the secret of successful training: how to help people who want to learn. We do it by combining:

A storehouse of professional knowledge and expertise, developed over twenty five years and drawing on some of the best minds in the business.

The highest possible production values, both in the videos we produce and in the support material that goes with them.

The magic ingredient - humour - which can make a delight of the dullest subject.

Introduction

Few of us who deal with customers can hear the words 'the customer is always right' without a wry smile or a deep sigh. Though we know that every customer deserves the best attention and service that we are capable of providing, experience has made us all too aware that, once in a while, we will be faced with people who may be peculiar, impatient, angry, troublesome, long-winded, obsessive and very demanding.

Fortunately not every customer presents these sorts of challenge, but in a world of rising expectations, tough competition and the increasing emphasis that many people put on their rights, anyone who ever comes into contact with customers has to be equipped and ready to handle difficult people. The goal is to make sure that all our customers, however awkward, go away satisfied with the service they have received.

The **Demanding customers** programme has been designed to demonstrate how to treat customers with professional courtesy, no matter how trying the situation.

Objectives

Those who work their way through the **Demanding customers** training programme will be able to:

- Identify the problems that demanding customers create for them at work, the expectations that their customers have and the constraints preventing them from providing outstanding customer service

- Use the PERFECT acronym to guide their behaviour towards demanding customers
- Improve their ability to deal with four particular types of demanding customer:
 - Mr Snappy
 - Ms Flash
 - Mr Yappy
 - Mrs Picky
- Devise an action plan to improve their ability to satisfy demanding customers

Using Demanding Customers

- **Dual use.** The programme can be used either as a conventional training course with a small group or for self study by individuals. The pack contains guidance and appropriate materials for each use
- **Electronic resources.** Most of the support materials, such as OHPs and the workbooks, are supplied on CD-ROM or DVD. This makes it easy for you to customise them to your specific requirements and allows you to print as many copies as you need for group or individual use

The target audience

The programme is designed for anyone in an organisation who comes in contact with customers. It will be particularly useful for those who have mastered the basics of customer service.

The course leader

You do not have to be a professional trainer to lead a group through the programme. Line managers will be able to deliver this course with confidence by using the materials and detailed guidance provided.

Further resources

Other titles available from Video Arts which will help you improve customer-service skills in your organisation include:

- **No complaints?: complaints and the customer** Not all customers are satisfied with the service they receive. This programme demonstrates five steps for solving customers' problems
- **If looks could kill: the power of behaviour** How people behave when dealing with customers can determine the success or failure of the interaction. This programme shows how to behave professionally, keeping our personal problems and prejudices to ourselves

- **How to lose customers without really trying: keeping the customer satisfied** It's easy to put customers off; just be aggressive – or defensive. Thankfully it's just as easy to keep customers satisfied. From sales to service, at a retail check-out or a reception desk, the same guidelines apply, as this programme clearly demonstrates
- **Who sold you this, then?: effective after-sales service** This updated version of the first ever programme made by Video Arts shows that after-sales service is a key part of customer care
- **Telephone behaviour: the rules of effective communication** The telephone is at the heart of business communication and an increasing amount of customer contact happens over the phone. In this programme John Cleese shows someone who thinks, wrongly, that she knows how to behave on the phone how to do it properly
- **In the customer's shoes** This Melrose programme, set in a shop, a bank, an airline call centre, a hospital and on public transport, is the story of a young man who learns from personal experience how important customer service is and how we can all do it properly
- **Keeping customers cool** Handling customer complaints is perhaps the hardest part of good customer service. This Melrose programme provides practical, focussed training for front line staff on how to do so correctly
- **Making customer service happen** Every part of an organisation has an impact on customer service, even those which have no direct contact with customers. This Melrose programme shows how to build service into the organisation at all levels and in all activities
- **The guest and The difficult guest** These award winning videos from Media Partners, distributed by Melrose, encourage us to treat customers as we would guests in our own homes
- **The customer service pocketbook** This is one of the hugely successful **Management pocketbook** series

What the pack contains

The Demanding customers video

Demanding customers is directed and narrated by Hugh Laurie. Using a series of examples, he explains how to deal with four types of customer that most people dread: Mr Snappy, who is angry with the world and would argue with his own reflection; Ms Flash, who regards herself as the most important person in the known universe and expects to be treated accordingly; Mr Yappy, who wants to chat and chat and chat; and Mrs Picky, whose obsession with detail and deep suspicion of everything she is told would try the patience of a saint.

The video shows these characters in a variety of settings: shops, a bank, an airport, a hotel, a travel agency and a garage. Hugh explains to the various people whose job it is to send them away satisfied how to do so by being **PERFECT: Polite, Efficient, Respectful, Friendly, Enthusiastic, Cheerful and Tactful.**

Course leader's guide

- An outline of a half-day programme
- How to prepare the programme
- A detailed session plan. This tells the course leader precisely what to do and which resources to use in each session of the programme

Group training workbook

This workbook allows those taking part in a group training course to record the conclusions they reach during the various sessions and the actions they propose to take as a result of the course. The workbook is supplied on CD-ROM or DVD.

It also contains a copy of the course objectives and programme and a set of notes which summarise the main points of **Demanding customers**.

Self-study workbook

This workbook, which is supplied on CD-ROM or DVD, contains detailed instructions which enable individuals to work systematically through the programme. Users are prompted to record their answers to questions about what they have seen and to produce an Action plan.

The workbook also contains a set of notes which summarise the main points from **Demanding customers**.

Links to NVQs

Both workbooks contain a checklist of material which those who have taken part in the programme should collect, such as examples of communications briefs on specific projects, to form a portfolio of evidence which they can use to support a claim for competence in elements of NVQs.

Presentation 'slides'/OHPs

These are master copies supplied in Microsoft® PowerPoint® on CD-ROM or DVD for printing on to acetate, or for use as a computer-driven 'slide' show.

Certificate

The CD-ROM or DVD also contains a blank certificate, which users can customise and issue to those who have completed the course based on **Demanding customers**.

Computer disks

As explained above, the computer disks contain copies of:

- Objectives and programme (Microsoft® Word®)
- Group training workbook (Microsoft® Word®)
- Self-study workbook (Microsoft® Word®)
- Presentation 'slides'/OHPs (Microsoft® PowerPoint®)
- Certificate (Microsoft Word)

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Course leader's guide

Course programme

How to prepare the programme

Session 1 Introduction and objectives

Session 2 Demanding customers:
problems, expectations and constraints

Session 3 The PERFECT approach

Session 4 How to satisfy demanding customers

Session 5 Customer-service role plays

Session 6 Action plan



Course programme

This is a suggested programme for a half-day course based on **Demanding customers**.

You may choose to incorporate additional sessions to cover key points specific to your organisation or just take elements of the course and run a series of short sessions covering each aspect of **Demanding customers** individually.

If you would like help in facilitating this course or in adapting it to your specific requirements, call Video Arts Training Services. An experienced training consultant can advise you or, for an agreed fee, design and run a course for you.

Video Arts Training Services can be contacted on:

Video Arts Limited

Tel: 020 7400 4800

email: info@videoarts.co.uk

The programme overleaf is an outline of the course.

Each session is covered in detail later in the Course leader's guide.



It's easy to deal with demanding customers the wrong way, until you see how it should be done.

Session no.	Session content	Approx. timing
Session 1	Introduction and objectives <ul style="list-style-type: none"> • Welcome and housekeeping • Objectives • Structure of the course 	<i>10 mins</i>
Session 2	Demanding customers: problems, expectations and constraints <ul style="list-style-type: none"> • Discussion • Problems and expectations • Constraints 	<i>50 mins</i>
Session 3	The PERFECT approach <ul style="list-style-type: none"> • Video • Discussion 	<i>45 mins</i>
Break		<i>15 mins</i>
Session 4	How to satisfy demanding customers <ul style="list-style-type: none"> • Exercise • Discussion 	<i>50 mins</i>
Session 5	Customer-service role play <ul style="list-style-type: none"> • Role play • Discussion 	<i>55 mins</i>
Session 6	Action plan <ul style="list-style-type: none"> • Summary points • Action plan • Course summary 	<i>15 mins</i>
Total:		<i>4 hours (including break)</i>