

CUSTOMER TYPES

WORKSHOP GUIDE



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LEARNING OBJECTIVES

At the end of the session trainees should be able to identify the challenges that some types of customer create for them at work, the expectations that their customers have and the constraints preventing them from providing outstanding customer service, as well as ways of getting a good outcome to service interaction.

Each delegate may be given a Personal Action Plan to record any learnings and personal development commitments that they make as a result of this training.

INTRODUCTION

This guide is designed for a manager or a facilitator to deliver a short workshop featuring videos from the Video Arts Customer Service Essentials Series. Each video comes with a series of activities around the following structure:

LOOK - watch the video and reflect on the content and message.

THINK - activities and questions linking the video to their own experience and workplace.

REMEMBER - a summary of the key learning points.

Each section relating to the video will last around 15 minutes.

PRACTISE - At the end of the series of videos there is a 30 minute practical training exercise which will bring the learnings together. Delegates should be encouraged to record any personal development actions on their Personal Action Plan sheet.

FEATURED VIDEOS

- Mr Rude (A fight before breakfast)
- Mrs Arrogant (Bonjorno, Cheese Man)
- Mr Chatty (My cousin Beryl bought one like this)
- Mrs Picky (Whatever it is, it has my full support)

VIDEO 1 - MR RUDE

LOOK (play the video, 3 minutes)

We start with a familiar setting at a hotel reception desk where a customer is having trouble connecting to the internet. Our receptionists take two different approaches.

THINK (discussion, 10 minutes)

What is the best way to deal with aggressive customers?

It is usually best not to engage with a rude customer on the same level, better to stay detached but respectful, listening is a good technique however you do need to control the interaction quite early on so the customer doesn't work themselves up further.

What does 'Bad Service' do wrong?

He gets involved with the customer on the same level, and then backs down again which isn't constructive and doesn't resolve the issue.

When was the last time a member of the group had to deal with a rude customer and how did they resolve the issue?

REMEMBER – (recap, 2 minutes)

Never go into battle with a rude customer, that's just what they want you to do. Don't surrender either. Stand your ground, be polite and neutral.

- Don't go into battle
- Don't surrender
- Be polite and neutral

VIDEO 2 - MRS ARROGANT

LOOK (play the video, 3 minutes)

The video is set in a cheese shop, where a rather arrogant customer is asking for Italian cheese. However, when questioned further it becomes obvious that she is not the expert she thinks she is.

THINK (discussion, 10 minutes)

What is the best way to deal with arrogant or picky customers?

Tact is always a good bet, stay respectful and polite. Avoid being drawn into a competition - it's not constructive.

What does 'Bad Service' do wrong?

He starts to compete with the customer, which makes her look bad and fuels the situation.

When was the last time a member of the group had to deal with an arrogant customer and how did they resolve the issue?

REMEMBER – (recap, 2 minutes)

Don't get cheesed off with arrogant customers. Be respectful. Put yourself in their shoes and imagine how they want to be seen. Avoid confrontation and awkwardness by being tactful.

- Don't get competitive
- Be respectful
- Be tactful

VIDEO 3 - MR CHATTY

LOOK (play the video, 3 minutes)

Mr Chatty is at the Town Hall and 'Bad Service' is having a difficult time trying to understand what he is after so that that he can offer appropriate help and guidance. 'Good Service' steps in and by controlling the conversation, gets to the heart of the matter quickly and easily.

THINK (discussion, 10 minutes)

Why is it difficult to deal with a chatty customer?

You don't want to interrupt, that you don't want to upset them or appear rude, that it's hard to stay on topic.

Why is it important to take control of the interaction early on?

Because not doing so could lead to confusion, or it may become hard to prioritise the issues which need attention. It could also lead to delay for other customers.

When was the last time a member of the team had a very chatty customer? How did they manage the situation whilst still coming to a clear conclusion in a timely fashion?

REMEMBER – (recap, 2 minutes)

If you have a chatty customer, use closed questions to keep them on subject, and don't give up – even if they do drive you up the wall.

- Keep them on subject
- Don't give up

VIDEO 4 - MRS PICKY

LOOK (play the video, 3 minutes)

In the office we are watching two colleagues sort out conference travel arrangements. Mrs Picky seems to be overwhelmed by the numerous options available and unable to make a decision. Through effective questioning and good product knowledge our second team member helps her come to a decision...finally!

THINK (discussion, 10 minutes)

- What is the best way to deal with picky customers?
 - Try to understand the reasons for their need for detail; it could be that there are underlying factors which you are unaware of. Good open questions will help at the beginning, followed by leading questions to help decide on a course of action. Efficiency will be very useful here.
- What is the worst way to deal with a picky customer?
 - Impatience won't help. If you are going round in circles go back to the beginning and question more to try and find the reasons behind any resistance to reaching a conclusion.
- When was the last time a member of the group had to deal with a picky customer and how did they resolve the issue

REMEMBER – (recap, 2 minutes)

Never rush a picky customer. Understand the reason behind their need for extra detail. Use your product knowledge to give them a clear picture and if you don't know, offer to find out. Try and remain friendly.

- Don't rush them
- Understand their need for detail
- Remain friendly

CUSTOMER TYPES – PRACTISE

This is a two part exercise, firstly the delegates need to identify the type of customers who are likely to have made the statements listed overleaf, and then from a list of good and bad approaches they need to decide which are most effective with the different customer types.

Part 1

Read out the statements below to the team and ask them to identify which customer type is most likely to have said them. This can be either by calling out the answer after each one, or by writing the answers down and then either self marking the responses, or switching papers with another delegate for marking.

“This is simply not acceptable and I want to speak with the Manager immediately” (*Rude*)

“I’ve been a customer of this company for many years and I know how the system works” (*Arrogant*)

“Well, I bought these pots to go with the ones I already had, which were given to me by my Auntie Lynne, who bought them in America” (*Chatty*)

“Could you tell me what type of white this comes in please, is it a warm white or a cool one?” (*Picky*)

“I’ve already diagnosed the issue and I would like an engineer to come out to my home please, I don’t need to go through it with you on the telephone” (*Arrogant*)

“I don’t care if this is the last one in stock; I want you to take it out of the window immediately so I can take it home with me now” (*Rude*)

“Can you tell me if the hotel has a lift or stairs, and how close are the nearest shops please?” (*Picky*)

“I spoke to my friend who recommended your service, she really liked Fred who she spoke to, he was very good, he even remembered the name of her cat, and I think he had a dog himself. Funny how people tend to like one or the other isn’t it?” (*Chatty*)

Part 2

Using the cut out template overleaf, and some sticky tape or similar, tape the customer types to a wall or area of the training room leaving space for the delegates to stick good and bad approaches under the customer type heading.

After all the approaches have been attributed to a customer type, review the selections. Where there are differences to the template responses it may be useful to hold a group discussion regarding the thought process behind the decision to attribute that approach to that customer type.

At the end of this practical exercise delegates will be far more confident in choosing effective approaches for different types of customer.

Invite each delegate to capture at least one thing that they will do differently in their workplace as a result of this exercise.

RUDE

Good Techniques

Bad Techniques

Being polite and neutral

Getting stroppy

Standing your ground

Having to back down

Closed and leading questions

Going into battle

ARROGANT

Good Techniques

Bad Techniques

Be respectful

Getting competitive

Be tactful

**Making the customer look
stupid**

Open and leading questions

Getting confrontational

CHATTY

Good Techniques

Bad Techniques

Control the call early on

Interrupting the customer

Closed and rhetorical questions

Giving Up

Stay on topic

Engaging in irrelevant conversations

PICKY

Good Techniques

Bad Techniques

Respecting their need for detail

Rushing the customer

Effective questioning to understand requirements

Getting impatient

Use product knowledge to give a clear picture

Not knowing your product