PENANG SANGAM HIGH SCHOOL

YEAR 13

OFFICE TECHNOLOGY

WORKSHEET 19

LESSON NOTES AND ACTIVITY

STRAND	OT 13.3 Office Administration
SUB-STRAND	OT 13.3.2 Customer Service
LEARNING OUTCOME	• How to deal with difficult customers • Identify ways to solve problems

DEALING WITH DIFFICULT CUSTOMERS AND SOLVING PROBLEM

When a customer becomes aggressive over the telephone, it is natural for you to feel aggressive in return. But you must control this feeling to avoid a more serious situation

NOTE: Remember that the customer is always right'.

Recognize that their anger is not directed at you personally.
Remain calm and helpful.
Ask questions and listen for facts.
Use the correct non-verbal signals - Sound cheerful and positive and smile

Acknowledge their feelings of anger (empathize) - Use their name often and s
show empathy by understanding their point of view, Say Thank you for letting us know about this problem' to defuse the situation; Agree to a course of action.
Find out what the customer wants you to do.
Never promise to do something that you cannot do.
Suggest a solution to the problem and ask the customer if this would be agreeable to him/her.
Follow that course of action.
If you are unable to resolve the complaint, refer the customer to someone who can.
Never become emotionally involved, or the situation will get out of hand.
Follow up the action – Make sure the action has been carried out and if it has not and the customer has to telephone again, the situation will become worse.
Remember to turn complaints into opportunities for customer satisfaction. The satisfied customer will then be an ambassador for you and your organization.

Negotiation Skills
Your negotiation skills are important in resolving conflicts. It is the art of the possible – working together to come to an agreement.

1. Listening

Clarify a problem requires good listening skills and effective communication. This is one of the most difficult skills to learn. Not only does it require considerable concentration but you must also show your opponent that you are doing it.

Effective listening is important because it:

Prevents misinformation
Improves morale, rapport and trust levels with other people
Improves teamwork

2. Questioning

This consist of both what you say (content) and the way you say it (style and tone). Good questions can secure immediate attention, defuse conflict and maintain interest in the topic. It also helps you understand your opponent's objectives and needs. Questions also clarify misunderstandings. They can be used to bring a discussion to a conclusion.

3. Calling the process

Some opponents play dirty' despite all your efforts; they use all the tricks under the sun. There is only one way to handle this. You have to stop talking about the subject of the negotiation and go on to what is troubling you. Once unfair behavior is stopped then the negotiation can continue. You sometimes find that one party just will not negotiate. Sometimes the use of silence helps more than talking. Remain silent and your opponents will be induced to reveal more information that they intended to.

4. Closing the Deal

Judging when to close is difficult. Study the body language and listen carefully. You can make a summary close by going over all the items of the agreement. A *concession close* is when you give one final concession to finish off the deal – usually it is quite minor, eg. A shopkeeper might say, and I'll throw in a free carrying case'.

The *assumption close* can be dangerous. When the estate agent says, And here's your deck ad patio area' the agent is assuming that you are going to buy quite early in the piece and it can be irritating. Only use it if you are certain that the deal is going to go ahead. The alternative close gives an either/or choice.

Conclusion

Write down what has been agreed to and get both parties to sign copies for each. A simple handshake or a celebration, depending on the magnitude of the negotiation, is then called for.

ACTIVITY

1. What is a follow-up action?

   _____

   _____

2. List and explain four negotiation skills.

   _____

   _____

   _____

THE END