



# **Being Responsive to Customers**

Participant Workbook



*enhance the experience.*

This training was developed by Elaine Carr and Laura Grimes  
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<https://www.harringtonconsulting.us/>

### Agenda

- Introduction and overview
- Responding to what customers say
- Identifying and resolving customers' issues
- Practice
- Close

### Course Overview

Being responsive to customers means:

1. Responding appropriately to what the customers say (either verbally or in writing)
2. Identifying and resolving customers' issues

The **goal** of this course is to address both of these in order to help you be more responsive to customer and creating a more satisfying customer experience.

### **A Situation to Consider**

You are monitoring calls on Ellen, someone who is generally considerate of other people and handles most calls well.

A customer calls and explains that she needs to return a product her husband had ordered for himself, but he had died suddenly two days earlier.

The woman was struggling to speak, and you, listening to the recording, are almost moved to tears listening to her.

Ellen responds to the customer by asking "Do you have your receipt?"

### **Questions:**

- What are some reasons that Ellen might respond this way?
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
- What are some better ways to respond to this customer?

### **The Importance of Emotion**

Customers who have an emotional connection with a brand:

Have a **304%** higher lifetime value

**71%** are more likely to recommend your brand

## **How would you define empathy?**

### **4 Attributes of Empathy**

A willingness to take the perspective of the customer

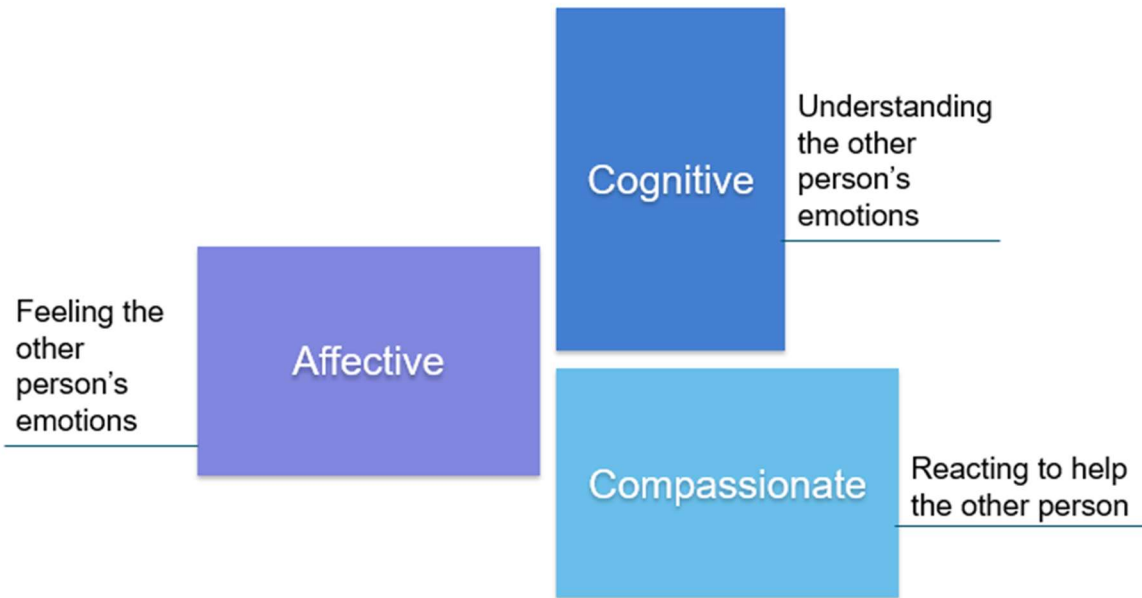
A commitment to stay out of judgement

A desire to understand the customer's feelings

The ability to communicate your understanding of their feelings

Source: Brené Brown

## **Types of Empathy**



## **Aunt Sally**



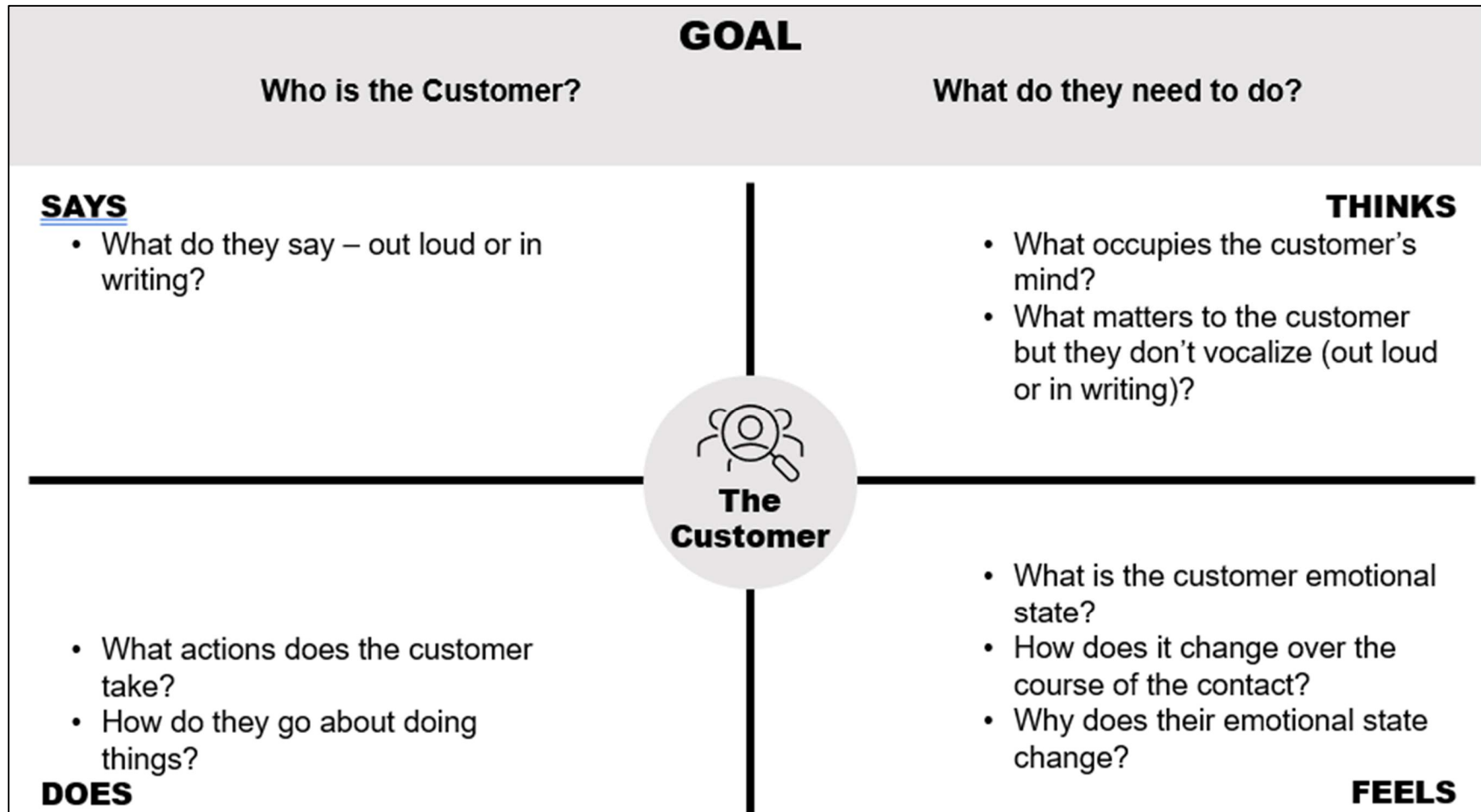
### Strategies for Expressing Empathy

- Learn to listen deeply
- Get comfortable with statements that show connection without immediate action.
- Try to identify common ground with the customer
- Stay out of judgment
- Reuse the customer's own words
- Get your "but" out of the way
- Admit mistakes

### To Improve Your Empathy Skills

- Identify fears that block your empathy
- Know yourself and your pet peeves
- Increase your EQ – Emotional Intelligence
- Remember that empathy doesn't mean you agree
- Become the customer
- Practice giving empathy in positive moments
- Create empathy maps

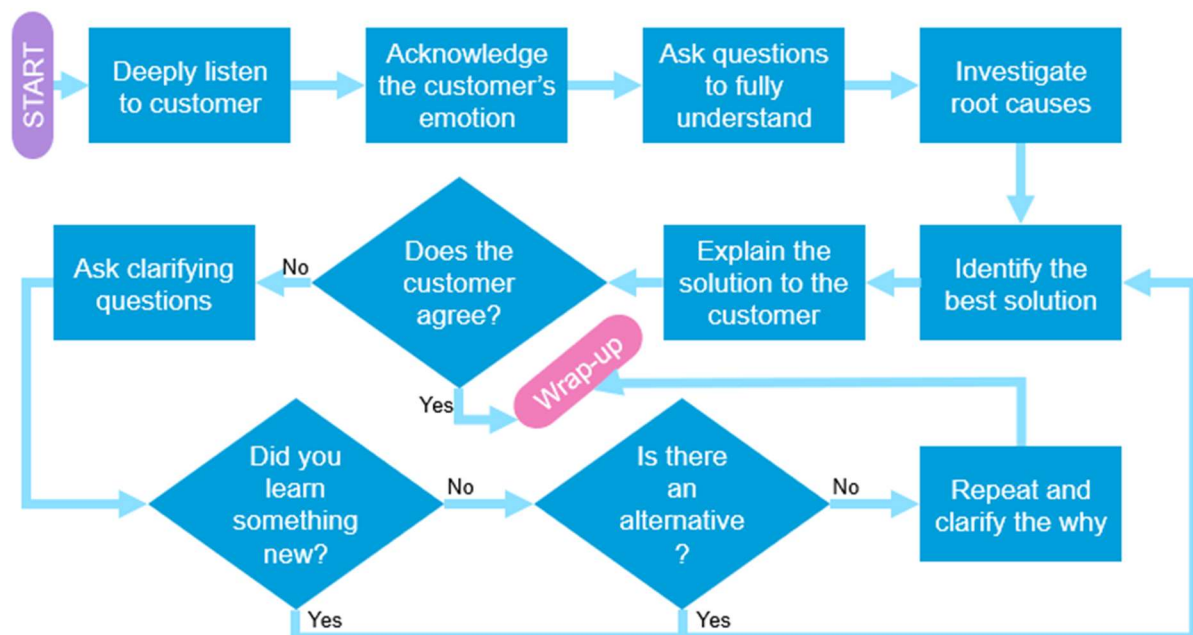
# Empathy Maps





# Balancing Speed and Quality

## Identifying and Resolving Issues



## Strategies

- Stop making excuses
- Stay human
- Personalize messages
- Mix in personalization with templates
- Put the customer first

### Practice Being Responsive

- Partner with someone you don't know well.
- Think of a difficult contact you can share with your partner.
- When you are listening to your partner's story, practice responding with empathy and quickly identifying the core issue of the story.
- After 3 minutes, switch roles and have the other partner tell their story.
- Give each other feedback on responsiveness.



### Round Robin Action Plan

What is one thing you most want to remember and put into action from this workshop?