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CUSTOMER  
MANAGEMENT  
PASS / FAIL

**STEVE SHAW UNIVERSITY**



esv



# CUSTOMER MANAGEMENT

**YOU**

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**(I AM ANGRY)**



# APPROACH

**L**\_\_\_\_\_

**E**\_\_\_\_\_

**A**\_\_\_\_\_

**D**\_\_\_\_\_



# LEAD

**L** **ISTEN**

**RESTATE**  
**SUMMARY**  
**MIRROR**  
**SUMMARIZE**  
**ACKNOWLEDGE**

**E** **MPATHY**

**DEMONSTRATE**  
**SHOW CONCERN**  
**SHARE STORY**  
**NOT SURE WHAT THIS IS**

**A** **SK QUESTIONS**

**NOT SURE**  
**GUIDE**  
**SHOW PATH**  
**CLARIFY**

**D** **ETERMINE SOLUTION**

**AGREE**



# STEP BY STEP

**NO ONE HAS CONTACTED ME ABOUT MY STATUS  
SINCE 2 DAYS AGO...**

## **LISTEN & RESTATE**

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## **ACKNOWLEDGE**

**"IF I HEAR YOU CORRECTLY"**





# STEP BY STEP L

**3 TIMES REPEAT REPAIR...**

**LISTEN & RESTATE**

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**ACKNOWLEDGE**

**"IF I HEAR YOU CORRECTLY"**



# STEP BY STEP L

\_\_\_\_ YOU!

## LISTEN & RESTATE

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## ACKNOWLEDGE

**"IF I HEAR YOU CORRECTLY"**



# EMPATHY

- **THE ART OF UNDERSTANDING**
  - **BEING AWARE**
  - **HAVING SIMILAR EXPERIENCE**
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**ALIGN WITH THE CUSTOMER**

**GOAL = "THAT'S RIGHT"**



# EMPATHY

## DO

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**ACT**

**FEEL**

**SHARE**

**USE TONE OF VOICE**

**USE BODY LANGUAGE**

## DON'T

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**SYMPATHIZE**

**BE "SORRY"**

**SAY**

**"I UNDERSTAND"**

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# STEP BY STEP L - E

**I DON'T HAVE THE TIME TODAY**

**LISTEN & RESTATE**

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**EMPATHY**

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**ACKNOWLEDGE AND ALIGN**

**"IF I WAS IN YOUR SHOES I MIGHT FEEL THE SAME WAY."**



# STEP BY STEP L - E

**NO CALL**

**LISTEN & RESTATE**

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**EMPATHY**

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**ACKNOWLEDGE AND ALIGN**



# STEP BY STEP L - E

**3 TIMES REPAIR**

**LISTEN & RESTATE**

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**EMPATHY**

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**ACKNOWLEDGE AND ALIGN**



# STEP BY STEP L - E

**YOU!**

## LISTEN & RESTATE

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## EMPATHY

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## ACKNOWLEDGE AND ALIGN





# ASK CLARIFYING QUESTIONS

- TO CLARIFY CONCERN
- TO GUIDE CUSTOMER TO SOLUTION

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**"WHAT CAN I DO TO MAKE THIS RIGHT?"**

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**LEARN CUSTOMER EXPECTATION**



# DETERMINE SOLUTION

**THE SOLUTION WILL COME WHEN THE CUSTOMER  
AGRESS TO THE BEST PATH**

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# PRACTICE LEAD

**NO CALL**

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**E**

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**A**

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**D**

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# PRACTICE LEAD

## 3 TIME REPAIR

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# PRACTICE

\_\_\_\_ YOU!

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# YOUR BIGGEST CONCERN

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# NOTES

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# CONTACT

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