

## MANAGING CALLER (CUSTOMER) BEHAVIOR EXERCISE ANSWER KEY

- Scenario #1: (1) Be sure to identify the problem correctly.  
(2) No matter what, remain courteous and friendly.  
(3) React only to the problem at hand and not the customer's tone.  
(4) Remain focused and try to focus the customer by asking specific closed questions.  
(5) Communicate your understanding of the importance of this issue to the customer.
- Scenario #2: (1) Draw the customer out by asking a lot of questions.  
(2) Periodically, summarize what you know and ask the customer to comment on what you have determined or done so far.  
(3) Make the customer feel comfortable by being warm and friendly.
- Scenario #3: (1) Ask only closed questions.  
(2) Talk in long bursts and leave little time between statements (making it harder for the customer to interject personal comments).  
(3) Remain friendly and courteous. Be careful not to be rude.  
(4) Provide minimal response to off-topic questions.
- Scenario #4: (1) Apologize for the problem.  
(2) No matter what, remain courteous and friendly.  
(3) Be sure to identify the problem correctly.  
(4) Be sure that you have resolved the customer's problem during your call and that you have communicated that solution effectively to the customer.  
(5) Use your summarizing and repeating skills to communicate to the customer that you understand the nature and importance of the customer's problem.  
(6) Once the problem is resolved, apologize again for the inconvenience that the problem caused the customer.