

## 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.