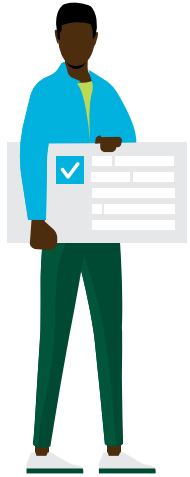


MODULE 10 MANAGING EXPECTATIONS



When customer expectations and the reality of what you can do for them do not match, how do you find the right words?

It's not always possible to do everything that a customer asks for or wants. There are times when you will need to decline a customer's request but by choosing the right words you can ensure that the customer feels acknowledged and appreciated. It's not always easy to find the right words, particularly when you are in a difficult situation, so the aim is to focus on letting the customers know what you can do for them rather than what you can't. Often giving the customer options will make them feel like they are still in control.

We can't always do what the customer has requested but with the right can-do attitude we can show our customer we understand and want to help them.



THE SIX PILLARS

(and some of the golden rules for managing expectations and delivering a great customer experience)



1 PERSONALISATION
Understand my needs



2 INTEGRITY
Show concern for me



3 EXPECTATION
Provide me with information (but avoid jargon)



6 EMPATHY
Take ownership of the issue



5 TIME & EFFORT
Give me simple instructions



4 RESOLUTION
Give me options to move forward

MODULE 10

MANAGING EXPECTATIONS

EXERCISE

Working in small groups review the customer example and build a positive response for the customer. When thinking of your reply to the customer, give some thought to some of the golden rules on page 1, that help to deliver customer experience excellence.

Think about the words you will use too. Look at the way with words section at the bottom of the page giving examples of words or phrase you should avoid or use for a positive response. The challenge is you cannot just say 'yes' to the customer's request and there should not be a 'no' in your response.

THE CUSTOMER'S REQUEST (EXPECTATION)

WHAT WOULD YOU SAY TO THE CUSTOMER?

WAY WITH WORDS

Using the right words is important because they create an emotional connection with the customer. The right words (green language) creates a positive mindset for both you and the customer and helps build a positive outcome.

WORDS OR PHRASES NOT TO USE (RED LANGUAGE)

Red language tells the customer what can't be done, can have a subtle tone of blame and shows that you don't care.



Avoid using language like; I can't, As I've said, We don't, That's not my job, You have to, What's the problem?, You didn't do...

WORDS OR PHRASES TO USE (GREEN LANGUAGE)

Green language tells the customer what can be done, sounds positive and that you are being helpful.



Look to use language like; I can, Would you be willing to...?, Can I suggest...?, Let me see how I can help, I understand your frustration, Here are some options for you...