

**NICE** inContact

# **Being Responsive to Customers**

A Workshop

# 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.

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

# 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

# Responding to what customers say

# How would you define empathy?

Understanding what the other person is feeling from their point of view.



# 4 Attributes of Empathy

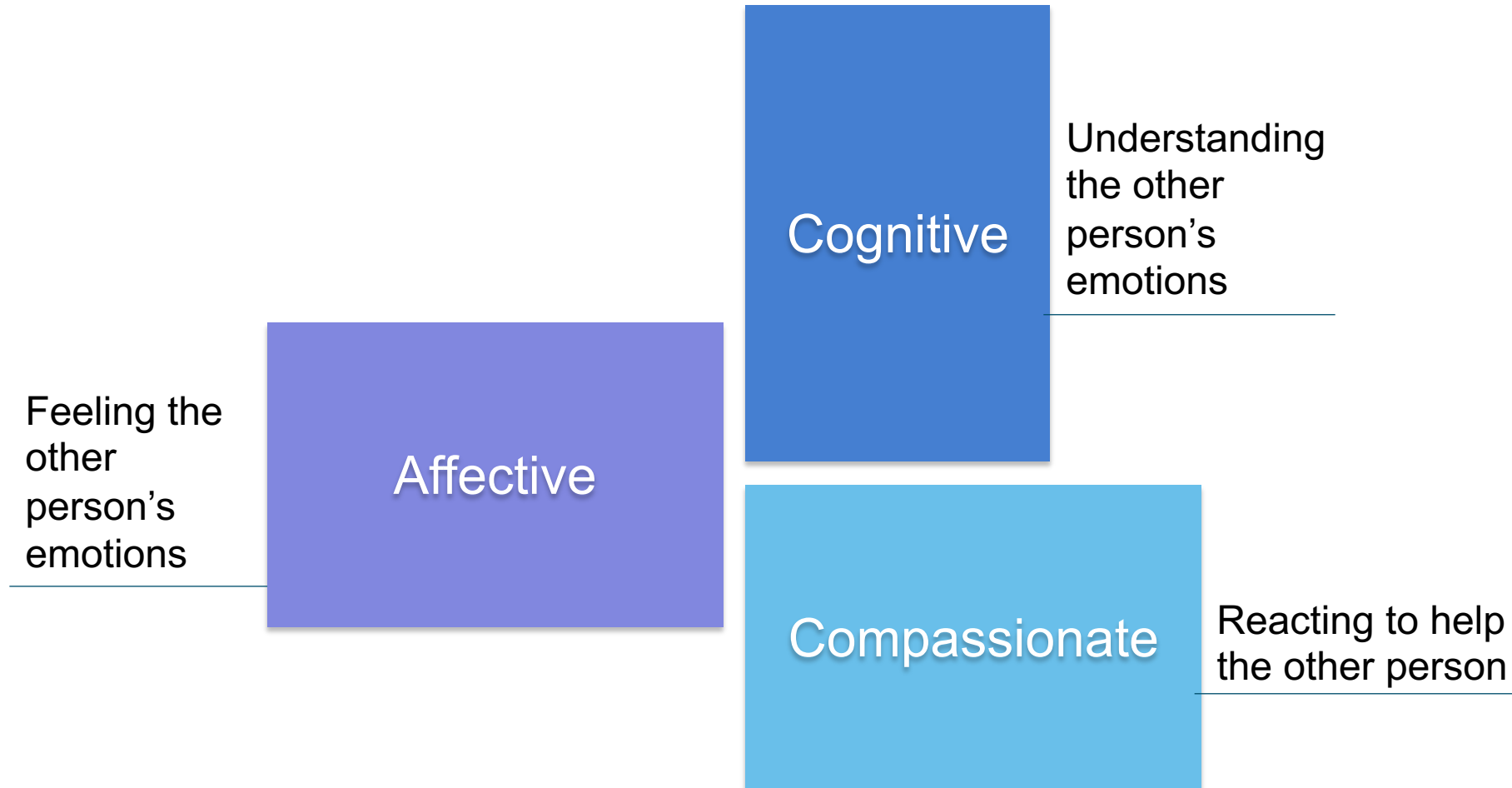
A willingness to take the perspective of the customer

A commitment to stay out of judgement

A desire to understand the customer's feelings

The ability to communicate your understanding of their feelings

# 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



# Nudge Your Neighbor

With someone sitting near you, come up with at least 3 phrases that you could use to be empathetic when the customer is feeling strong emotions. You have 60 seconds. GO!



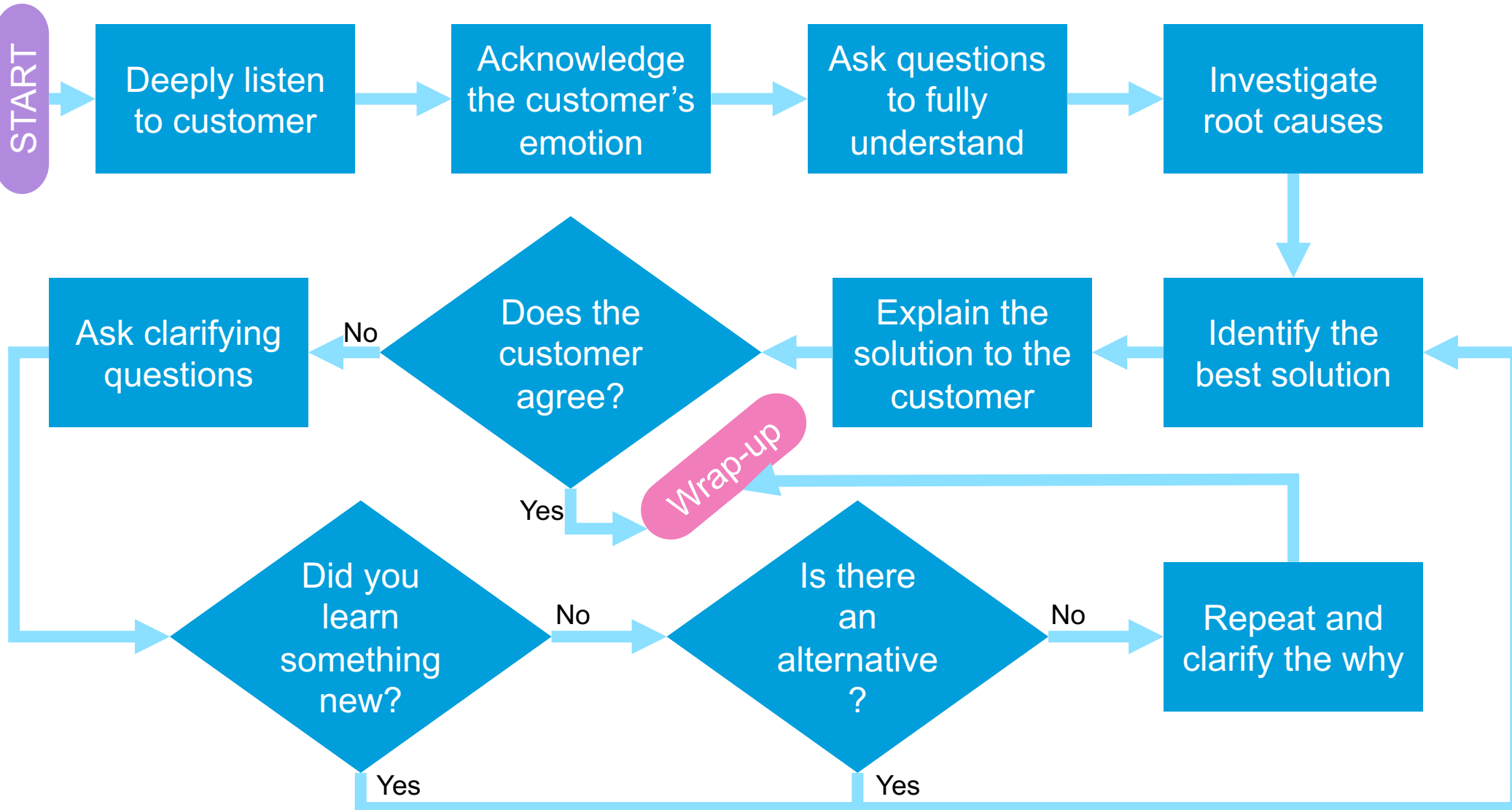
# Identifying and resolving customers' issues



# Balancing Speed and Quality

---

# Identifying & Resolving Issues



# Strategies

---

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





# Nudge Your Neighbor

How does empathy tie in with identifying and resolving customer issues with speed and quality? Tell your neighbor.



# Practice

# 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.





# Lessons Learned

---

What insight did you have about being responsive to customers while practicing?

**Close**

# What We Have Covered...



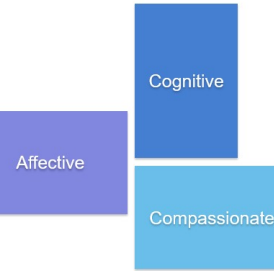
**How would you define empathy?**

Understanding what the other person is feeling from their point of view.

## 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

## Types of Empathy



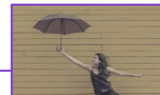
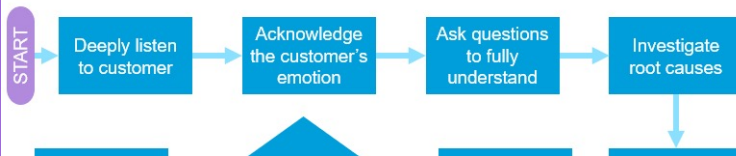
**Strategies for Expressing Empathy**

**To Improve Your Empathy Skills**



**Balancing Speed and Quality**

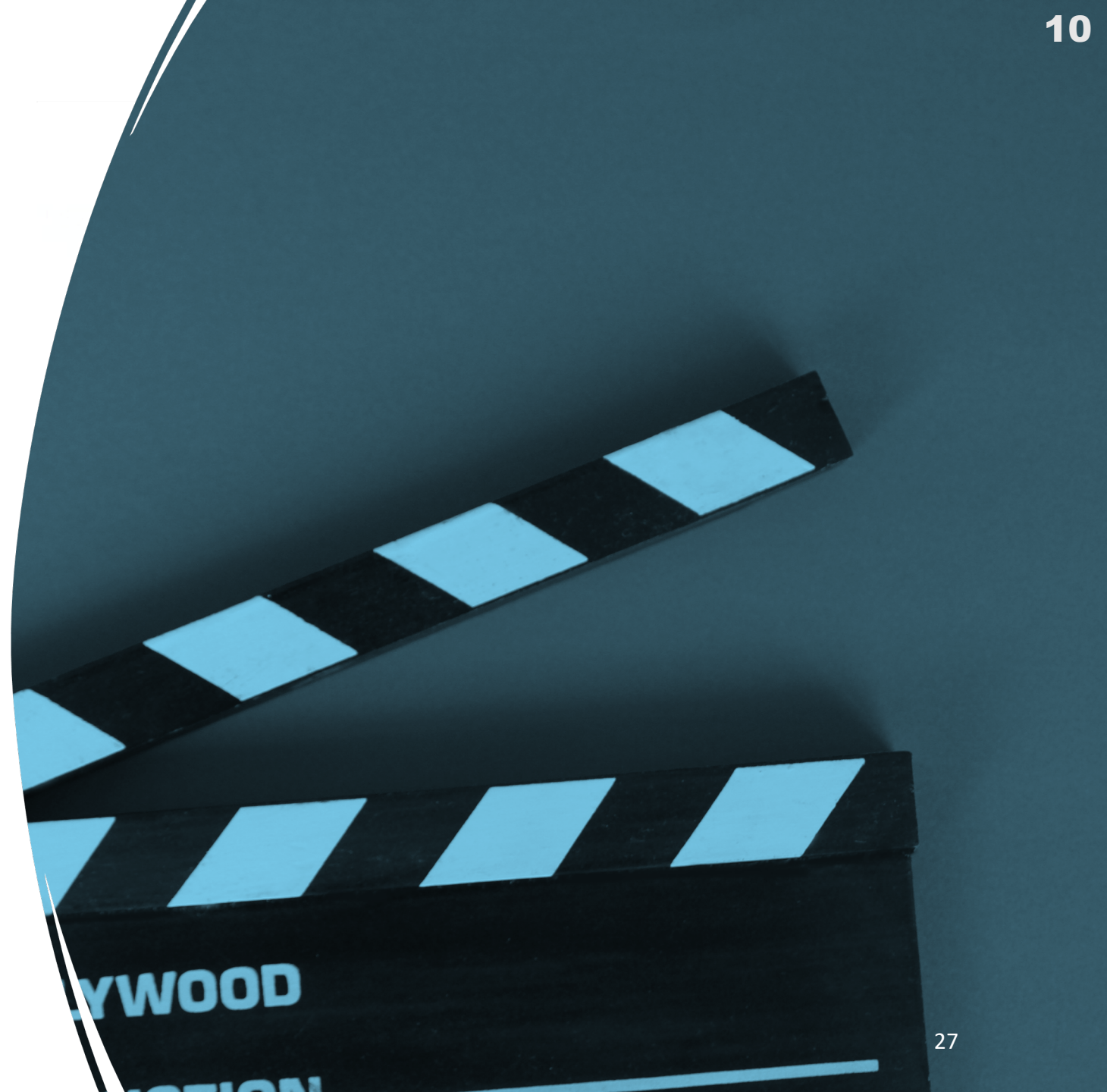
## Identifying & Resolving Issues



**Strategies**

# Round Robin Action Plan

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





# Being Responsive to Customers

A training workshop

© 2021 by NICE inContact. All rights reserved.

<https://www.niceincontact.com/>

Developed by Elaine Carr and Laura Grimes  
of Harrington Consulting Group

(<https://www.harringtonconsulting.us/>)



*enhance the experience.*