

**GUJARAT UNIVERSITY
SYLLABUS FOR --- B.COM.**

SEMESTER IV

Course Code: SS 202 A

NAME OF THE COURSE: HANDLING DIFFICULT CUSTOMERS

Unit I

Introduction to Basic Customer Service Behaviors and Attitudes

Define the terms

- Customer
- Customer Service

Understand:

- Who is your customer?
- What do they want?
- How are they treated?
- How do you know?

Understanding the Customer Service Standards and Expectations

- Identify typical standards for exceptional customer service
- Examine the core beliefs that underlie the standards
- Identify the dimensions of customer satisfaction
- Learn from customer data

Unit II

Practice Dealing with Difficult Customers

Manage yourself first:

- Maintain self-control
- Manage own emotions
- Understand impact of making assumptions
- Check on stress tolerance

Understand your reaction to the customer who is difficult

- Name the difficulty
- Understand your reaction to the difficulty

Understanding the difficult customer

- Take a fresh look at the customer
- Listen to understand the problem from the customer's perspective.
- Explore the root cause of the problem with the customer.
- Adopt the customers' perspective
- Identify what the customer really wants

Unit III

3 steps to overcome difficult customers

- Know how to understand the customer
- Know how to solve problems

- Know how to communicate

What to consider

- The expectations
- The past experiences
- The personality
- The perception
- The culture

Problem solving

- Earn the customers' trust
- Control your emotions
- Manage the customers' emotions
- Apply a problem solving model to the customer's problem
- The anger model and defusing techniques
- Engage the customer in the solution
- Win-Win solutions

Unit IV

Learn Communication Skills when working through customers' objections

- List the components of a basic communications model
- List and give examples of the main types of communication

Communicate effectively

- Talking in a calming way
- Build a relationship
- Send the proper non-verbal messages
- Understand the problem

Traps and success indicators

Elaborate personal action plan

Reference:

1. Dealing with Difficult People by Robert cava - Firefly Books
2. How to Deal with Difficult Customers by Dave Anderson – Wiley
3. How To Handle Difficult People by Bramson, R – Maanu Graphics