

## ***Service recovery is an art form: Blending***

***Customer who is direct and to the point:  
GET IT DONE: Move the interaction forward  
as fast as you can.***

***Customer who is chatty:  
GET ALONG: Put a little time building the relationship.***

***Customer who is slow and methodical.  
GET IT RIGHT: Stay focused on the details.***

***Customer who tells you how long he has been a Customer.  
GET APPRECIATION: Thank the Customer for his/her loyalty.***

### ***Identify the Customer's Emotional State.***

#### ***Blasé Blue***

***Show surprise.***

***Use general people-handling skills.***

***Key in to the Customer.***

***Show the situation is not business as usual.***

#### ***Ornery Orange***

***Show urgency.***

***Give customer feeling of control and importance.***

***Enlist the customer in generating solutions.***

***Create added value.***

#### ***Raging Red***

***Show empathy.***

***Allow venting.***

***Create calm.***

***Listen actively.***

***Plan follow-up.***

***“That isn’t right. You shouldn’t have to deal with that kind of inconvenience.”***

***Mr/Mrs. XXXX, I am here to help you. We’re going to do something about this. I am taking personal responsibility to make sure your XXXXX.”***

***Mr/Mrs. XXXX, I don’t want you to feel that way. I care about you and your business for the last 10 years. This is a misunderstanding and I’m terribly sorry about that misunderstanding. I am sure we can work this out especially for such a long-time Customer as you.”***

***“I understand your concern. What do you think would be fair?”***

***“I understand how you feel. I might feel that way if I were in your shoes.”***

***"Sir, you deserve the very best and we seem unable to provide it. Because I want you to be well served, may I suggest . . ."***

***I care about your problem and when you speak to me in this way, I cannot focus on solutions.***

***"If I hear that language again, I won't be able to assist you. Unless we can find a different way to communicate, I'm going to have to hang up." (Then, keep your promise.)***

### ***Three Helpful Phrases***

***“As you might expect . . .”***

***“ . . . for you.”***

***“This account shows” or “Our records indicate . . .”***

***“People will forget what you said. People will forget what you did.  
But people will never forget how you made them feel.”***

***Maya Angelou***