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# 5 STEPS

## to a happier customer

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1

### CONNECT

Connect with your customer on an emotional level. Let them know you understand their frustration, how the issue is making them feel. Show empathy for your customer and you will gain rapport with them.

### LISTEN

Listen to the customer. Ask questions throughout the conversation until you are comfortable that you fully understand their concern.

2

### REASSURE

Reassure your customer that you are going to take care of them. Phrases like "don't worry, you're in good hands now" offer assurance that their concerns will be addressed.

3

### RESOLUTION

Once you understand the problem, take steps towards resolution. If you can offer the resolution the customer seeks, do it. If you can't, offer an alternative solution. If you aren't sure what resolution they are looking for, try asking, "Mr. Smith, what would you like to see happen?"

4

### FOLLOW UP

Within a couple of weeks, follow up with your customer. Make sure they are still happy with the resolution. Reinforce the concern you had for their issue and let them know you are genuinely interested in their satisfaction with the outcome.

5



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TRANSFORMING MANAGERS INTO LEADERS