**Dealing with difficult customers**

How do I get along with an angry customer? If you want to succeed at work, you should know how to deal with angry and impolite customers who are not happy with how they got treated at the call centre of the company you are working for too.

If you follow the guidelines that are listed below you will be able to deal with angry customers successfully.

**Never talk back:** If you argue back in exactly the same way the customer talked to you, the conflict will rather become worse than better. What you have to do is calm the angry customer down. How? By being positive and friendly. It’s all about professional behaviour. You have to stay calm and your goal should be to make the customer happy again even in the most difficult situations. Show empathy and suggest a possible solution that satisfies the customer and makes him happy again.

**Listen rather than talk:** Listening is more important than talking. If your customer is angry, he won’t listen to what you are saying, no matter how great it is. It is more likely that the customer will become even more angry and that the whole situation will escalate. Listen carefully and let the customer say everything that he wants to say. When all his frustration has been verbalized, you know what his problem is and then it is time for you to offer him a solution.

**Be emphatic:** After everything is out, the customer needs to take a deep breath. This is your moment! Express your empathy and tell the customer that you can understand his anger. Show that you care. Make the customer feel that it is your only goal to make him happy again and to solve his problem. If the customer sees your concern he will know that you are on his side. Now half the battle is won. You will see that the customer is now behaving totally different. Now you can work on a solution with him/her.

**Be patient:** Being impatient never leads to success. Of course it is not easy to control your emotions when a customer is yelling at you and maybe offending you even. But still he is the customer and you have to stay professional. Keep being friendly and cooperative. This is the road to success. Be patient with the customer and with yourself and hostile customers will not be able to make you lose your temper.

**Think positive – be positive:** Never let negative tendencies or hard feelings win. Stay positive – in your thoughts and in your behaviour. If you think positive, you will also act positive. By doing so stress and pressure cannot do you any harm. No hostile attitude of a customer will bring you down. Let the customer know how you feel when he is unfriendly to you. But never offend the customer’s feelings.

**Control your anger:** Try to keep your anger under control. Getting angry yourself doesn’t get you anywhere with a customer, even though it is totally human and understandable in certain situations. Learn to relax and calm yourself down in difficult situations. Express your anger in a subtle way. Don’t show emotions to your customer.

**Take care of yourself from time to time:**Your job is exhausting and stressful. Don’t forget to take care of your own health. If you de-stress yourself regularly, this will also improve your relations with your customers. Have a cup of coffee from time to time or take a hot bath. Listen to your favourite music or talk with friends over a great meal. Maybe yoga or meditation is your thing. Relax! There is no recipe that works for everyone. Find out what you like and make it a regular event.

**Tasks:**

1. Read the text and look up all the words you don’t know.
2. Create an info-sheet in German with the most important tips.

**Lösung:**

Tipps für den Umgang mit verärgerten Kunden

1. Bleiben Sie immer ruhig und professionell und geben Sie dem Kunden kein Kontra.
2. Hören Sie dem Kunden gut zu.
3. Zeigen Sie Verständnis für das Anliegen und das Problem des Kunden.
4. Bleiben Sie geduldig.
5. Bleiben Sie immer positiv.
6. Kontrollieren Sie Ihren Ärger und lassen Sie sich von dem Kunden nicht auf die Palme bringen.
7. Kümmern Sie sich um einen Ausgleich zur anstrengenden Arbeit mit Kunden. Gehen Sie Kaffee trinken, hören Sie Musik, tauschen Sie sich mit Freunden aus.