

9 Highly-Effective Tips to Politely Control Difficult Customer Calls

Today's Speaker: Myra Golden

Customer Service and De-escalation Expert

Welcome to today's webinar! We will begin shortly.

Welcome to Today's Webinar!

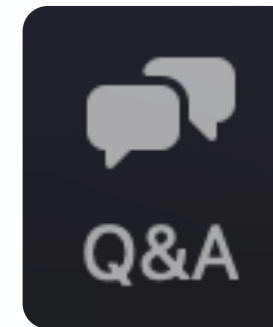


Lonnie Johnston

Senior VP of Customer Success @ Balto
Webinar Host/Moderator



Today's session will be about **60 minutes** with time for **Q&A**.



Use the **Q&A button** on your screen to submit questions.



All registrants will receive the **video recording** and **slides** following the broadcast.

Today's Speaker



Myra Golden

Founder, Myra Golden Seminars, LLC

The average customer service call lasts 2 minutes longer than necessary.

**A look at why
situations get
beyond our
control**

WHEN PEOPLE PUSH BACK/OVER-VENT

UNDERSTANDING ESCALATION

They don't trust you

They fear something

They see you as a threat to getting what they want

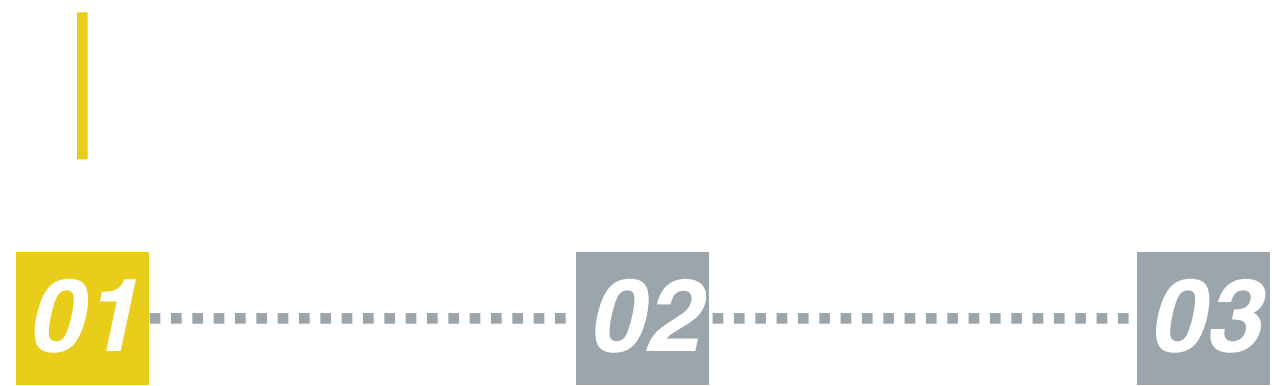
WHEN PEOPLE PUSH BACK/OVER-VENT

UNDERSTANDING ESCALATION

The issue isn't the issue. How the issue is handled becomes the issue.

Call Control Framework

Assert your
way in



Call Control Framework

Assert your way in



**Make the
customer feel
understood**

Call Control Framework

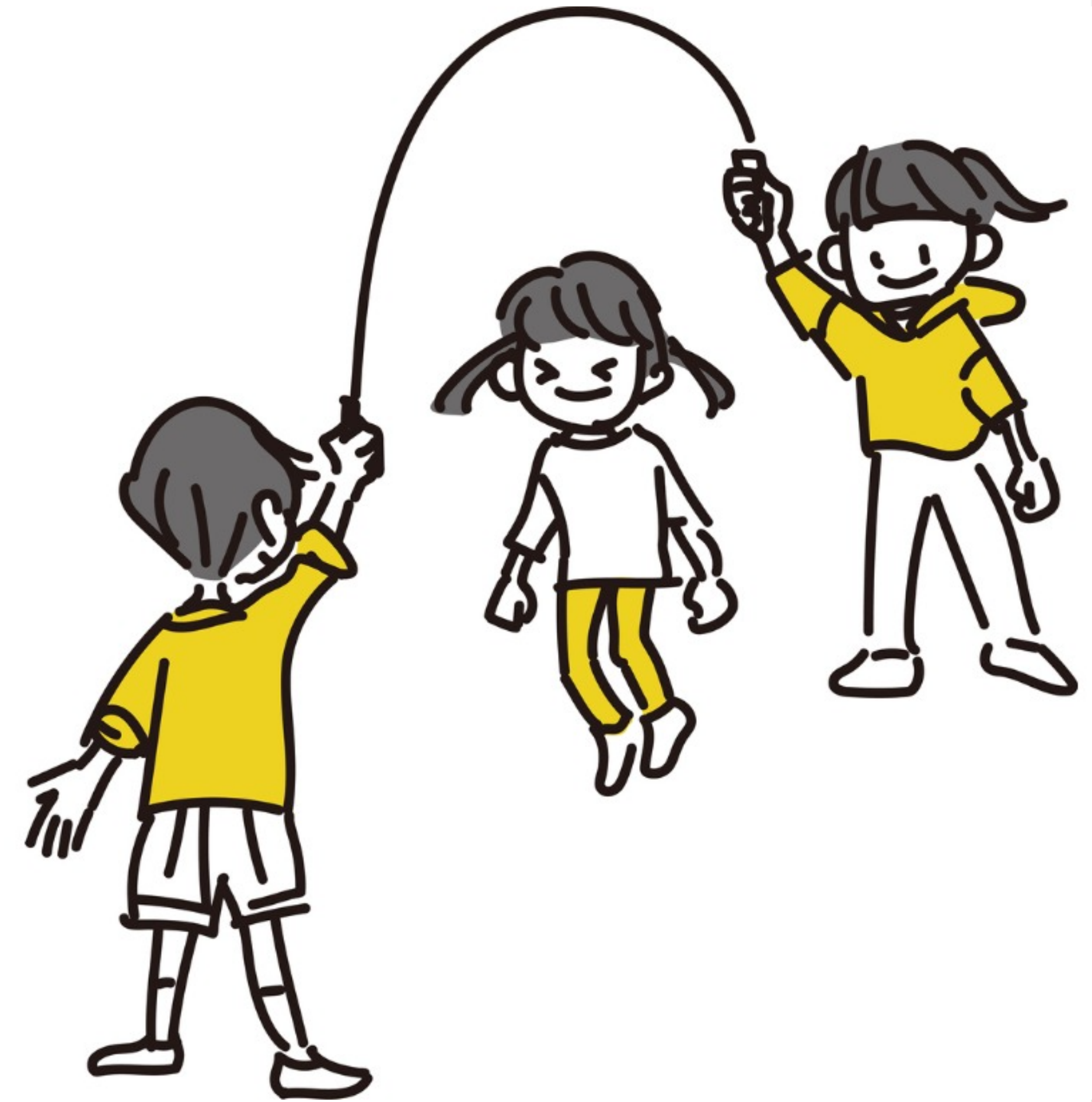
Assert your way in

Redirect



Call Control Framework

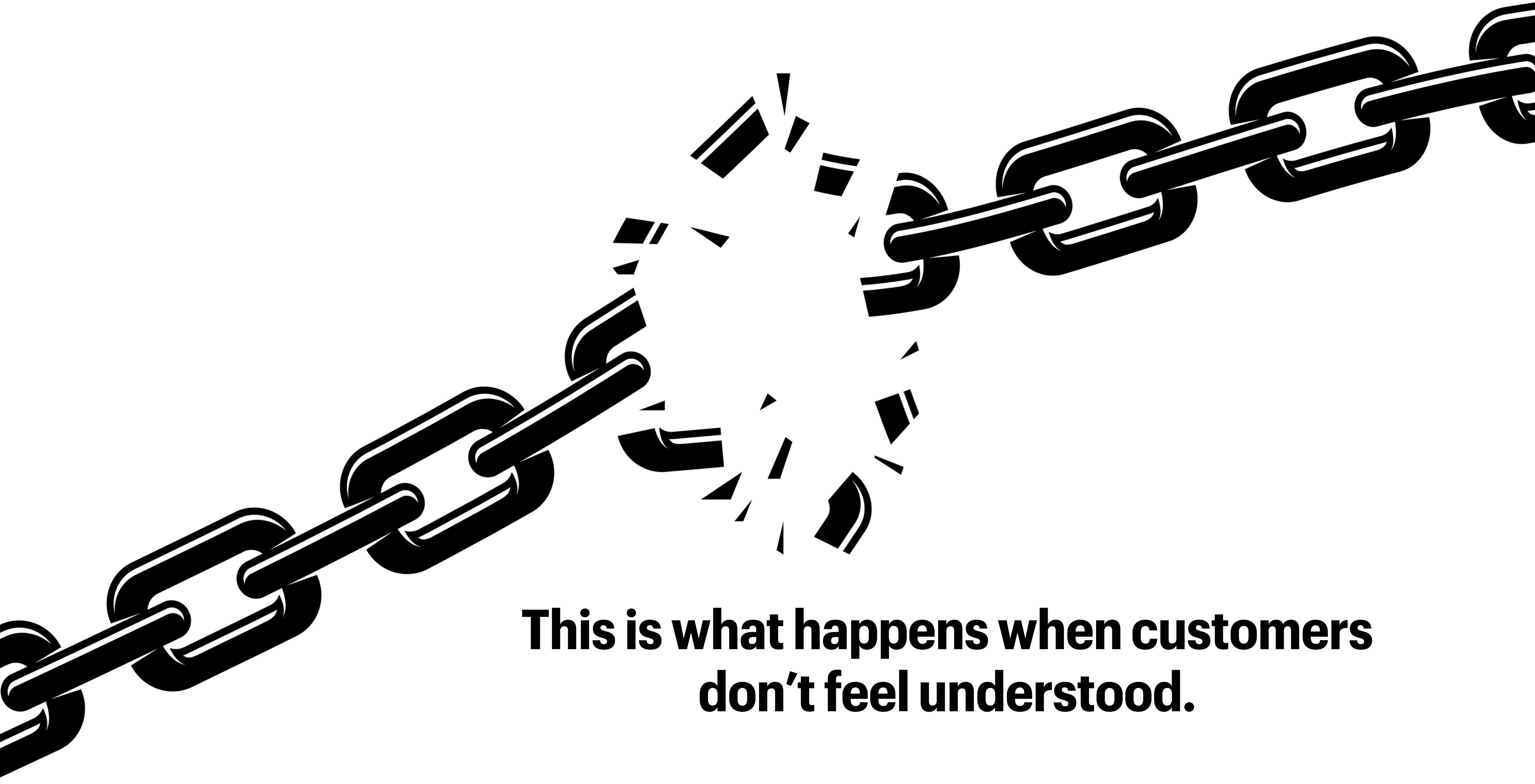
Assert your way in



Call Control Framework

Make the customer feel understood





**This is what happens when customers
don't feel understood.**

LINKING THE CHAIN

“I realize this whole thing is frustrating for you.”

“I can see your point on that.”

“I realize the position this puts you in - and for that, I’m sorry.”

**Most of us listen with
intent to reply**

**Listen with intent to
understand**

Call Control Framework

Assert your way in

Redirect



Redirecting

9 Tactics

REDIRECTING CONVERSATIONS

1. Ask 3 Closed-ended questions
2. Minimal Response
3. Computer mode
4. Downward inflection
5. Topic Grab
6. 3W Technique
7. "I can" statements
8. Psychological priming
9. Comprehensive recap

Tactic #1

**Ask 3 closed-ended
questions back-to-
back**

Tactic #2

Minimal Response

Tactic #3

**Locked up computer
mode**

Tactic #4

**Redirect with
Downward inflection**

VOCAL TONE APPROACHES

Inflect up

VOCAL TONE APPROACHES

Inflect up

Monotone

VOCAL TONE APPROACHES

Inflect up

Monotone

Downward inflect

VOCAL TONE APPROACHES

Inflect **up** and the customer gives you more.

VOCAL TONE APPROACHES

Inflect **up** and the customer gives you more.

Inflect **down** and you control the interaction.

Controlling conversations with inflection

An example

“YOUR TECHNICIAN WAS AT MY HOUSE FOR LESS THAN 5 MINUTES, SAID NOTHING WAS WRONG WITH MY A/C, SLAPPED ME WITH A \$75 INVOICE, AND LEFT. MY A/C IS NOT WORKING! IT’S 84 DEGREES RIGHT NOW INSIDE MY HOUSE!”

**“84 degrees? In your
house?”**

Inflect up on the last word and the customer will give you more.

**“84 degrees? In your
house?”**

Inflect down on the last word and you put a period on your statement.

Bonus: Rather than grab the customer's last words, you can “label” what you hear.

**You're upset.
(inflect down.)**

Tactic #5

Topic Grab

**“I don’t want to take
another moment away from
your kids. The first thing I
need to do is get you in a
replacement rental. Can you
give me your precise
location?”**

Tactic #6

**Redirect with the 3W
Technique**

HERE'S WHAT WE KNOW
HERE'S WHAT WE'VE DONE
HERE'S WHAT'S NEXT

THE 3W METHOD

Here's what we know: *The accident happened in our parking garage at 7:42 pm. The driver was in a white Honda Civic, license #. He sped off and left the scene.*

Here's what we've done: *We've filed a claim with our loss-prevention team. We have two eyewitnesses. We have filed a police report with the Austin Police Department.*

Here's what's next: *You also need to file a police report. You need to notify both your insurance company and your rental car company. Your insurance company will go after the driver.*

Tactic #7

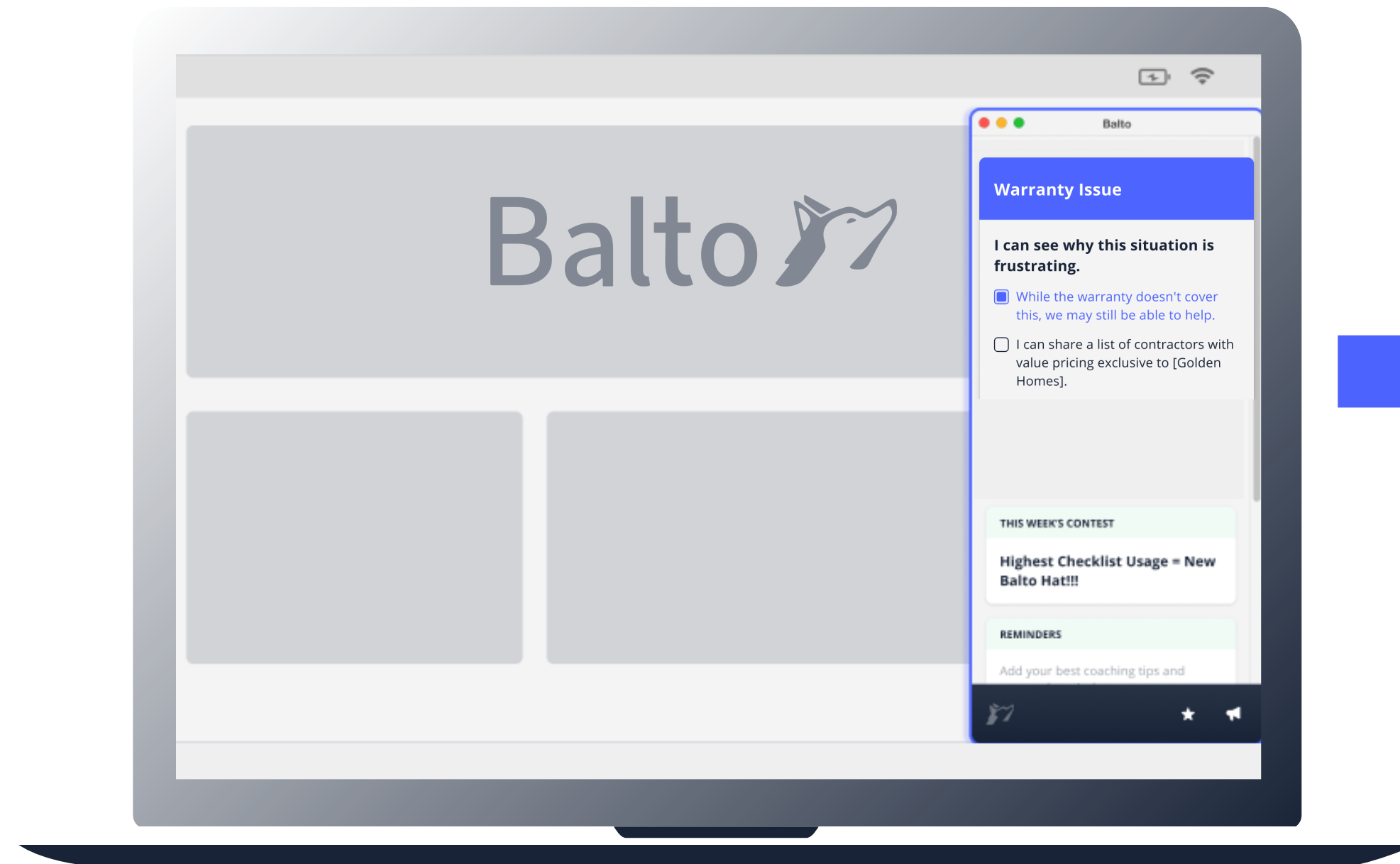
Use “I can” statements

I CAN STATEMENTS

- *“I can appreciate that.”*
- *“I can certainly take a look.”*
- *“I can help with that!”*
- *“I can see your point on that.”*

“I CAN” STATEMENTS

Example:



James
I can't believe this isn't covered by the warranty!

Warranty Issue

I can see why this situation is frustrating.

- While the warranty doesn't cover this, we may still be able to help.
- I can share a list of contractors with value pricing exclusive to [Golden Homes].

Is this helpful?

Tactic #8

REFRAME

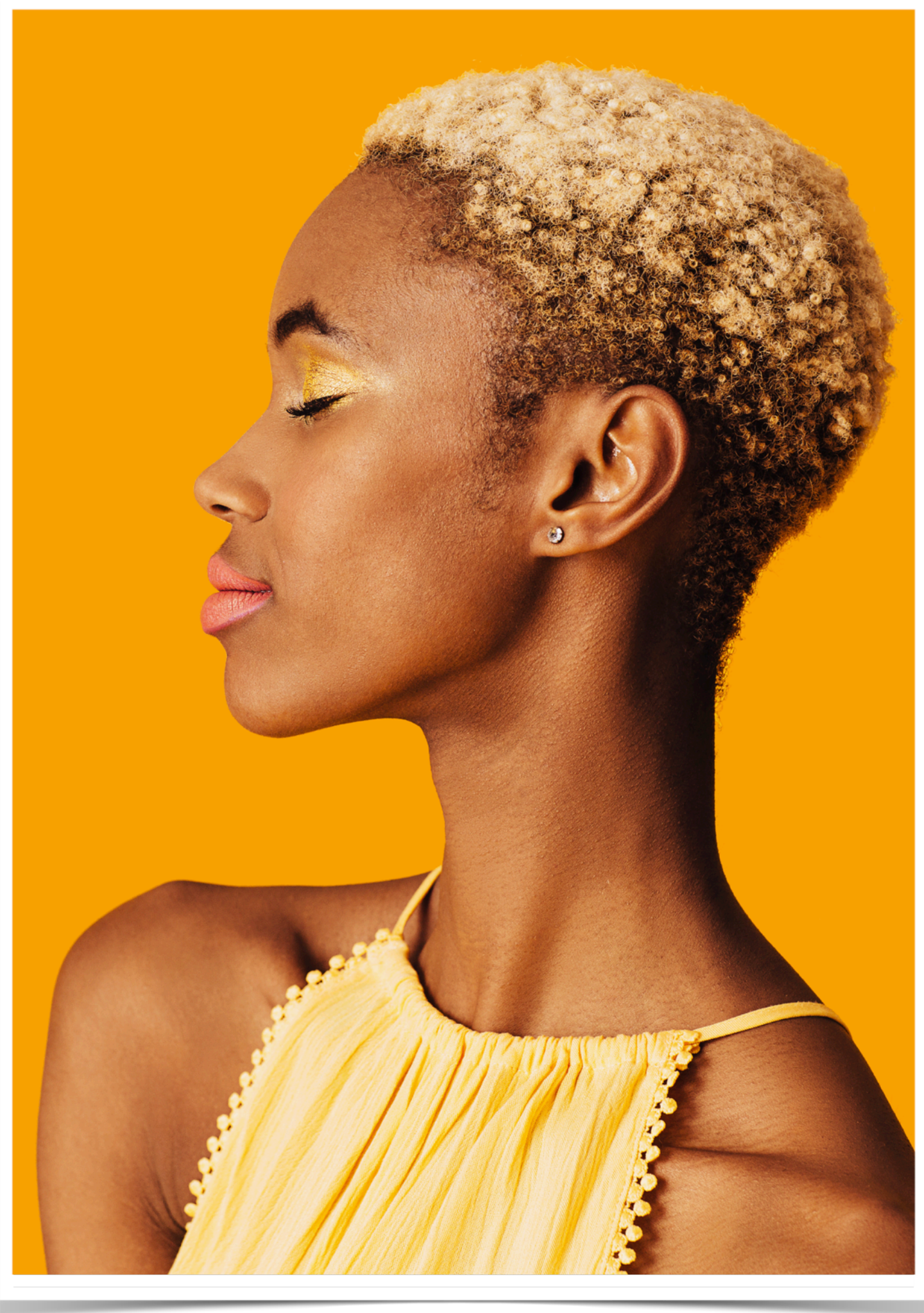
Psychological
Priming



PRIMING

H _ _ R



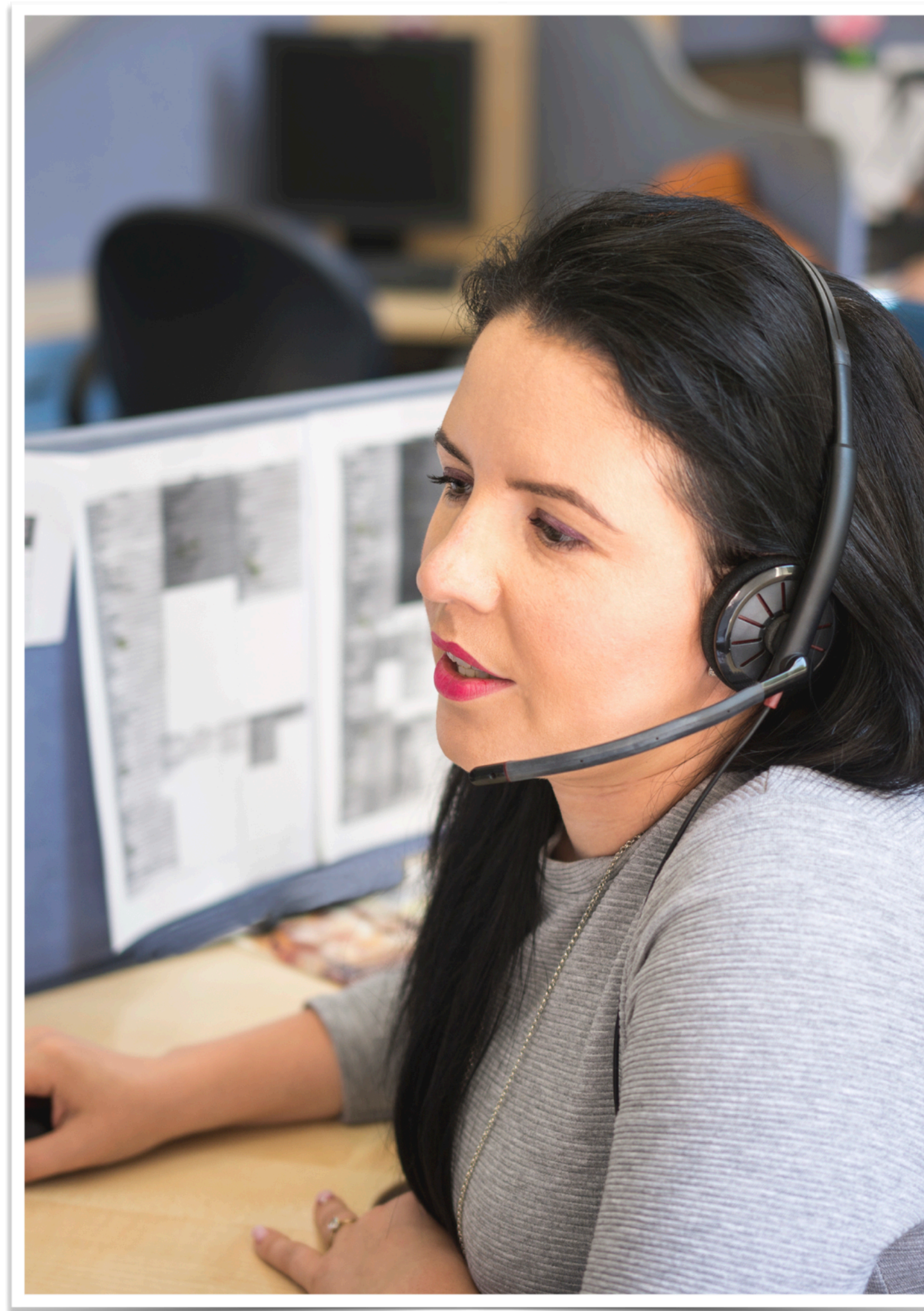


★ Image

★ Prop

★ Words

**Priming with a utility
client**



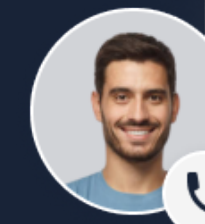
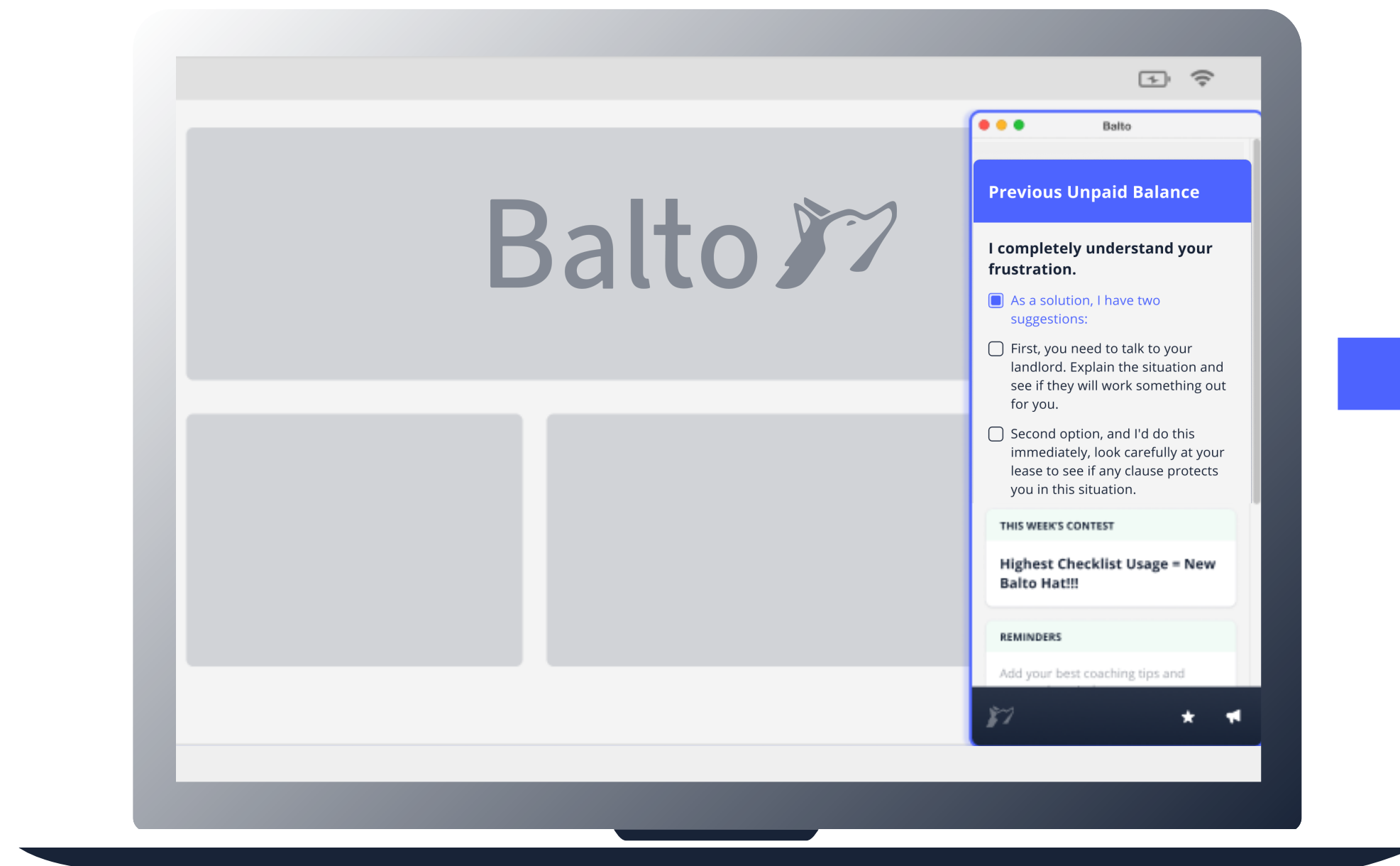
"The debt is attached to the meter. Regardless who accrued the debt, ABC Utility won't turn on water until the bill is paid."

“As a solution, I have two suggestions. First, you need to talk to your landlord. Tell them there's a debt on the meter and that you can't turn on water. See if they'll work something out for you. The second option, and I'd do this immediately, look carefully at your lease to see if any clause protects you in this situation.”

*“As a solution, I have **two suggestions**. First, **you need to talk to your landlord**. Tell them there's a debt on the meter and that you can't turn on water. See if they'll work something out for you. The **second option**, and I'd do **this immediately**, look carefully at your lease to see if any clause **protects you** in this situation.”*

PSYCHOLOGICAL PRIMING

Example:



James

I just moved in, those aren't my charges! 🔔

Previous Unpaid Balance

I completely understand your frustration.

- As a solution, I have two suggestions:
- First, you need to talk to your landlord. Explain the situation and see if they will work something out for you.
- Second option, and I'd do this immediately, look carefully at your lease to see if any clause protects you in this situation.

Is this helpful?



Tactic #9

**Bag it up with a
comprehensive recap**

A comprehensive recap in a call is the equivalent of a good FAQ section on a website.

**The time I helped a
client with a
Comprehensive
Recap**

“What happens next is your case goes to our Review Team. I’ve sent my notes and your photos. They’ll look at your case and determine if your claim will move forward. They’ll reach out to you in 21-28 days at the email address we have on file. I have your claim number when you’re ready.”

What questions tend to come up at the end of the call?

Proactively answer those questions, and you'll save a lot of time.

**Start your
comprehensive recap
with, “*What happens
next is...*”**



GOOD THINGS HAPPEN

WHEN YOU ADOPT & APPLY THESE TECHNIQUES

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**Asserting your way in with the double dutch
method gives you confidence and professionalism**

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Making people feel understood stops venting

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Redirecting with the various techniques helps you maintain control and direct the interaction forward

GOOD THINGS HAPPEN

WHEN YOU ADOPT & APPLY THESE TECHNIQUES

Asserting your way in with the double dutch method gives you confidence and professionalism

Making people feel understood stops venting

Redirecting with the various techniques helps you maintain control and direct the interaction forward

Bagging it up with the comprehensive recap shaves minutes off the end of the call

Real-Time Guidance Guide Every Call

James
That's out of my budget.

Budget

Let's see if we can find an option that works with your budget.

Aside from price, how well does the product we discussed match what you were looking for?

I understand. Let's see if we can find an option that works with **your budget.**

Real-Time Coaching Coach Critical Moments

Alert
Kelly Kapowski
Compliance Alert

Chat Stop Listening

Live Transcript

Kelly K. You're sure to be qualified. 08:14:03

Caller: Are you 100% certain?

Chat: Agent: Kelly K

Avoid qualifying over the phone.

8:15 a.m. Got it

Real-Time QA Score 100% of Calls

Dashboard

Scorecards Agents Tags
Demo scorecard x All Midwest Northeast Filter

Include managers?

Average scores so far today Last update: 4:10 p.m. Export

Agent name	Overall score	Compliance	Opening	Customer service	Resolution	Closing and recap
Midwest	85%	91%	90%	83%	82%	98%
Zach Morris	76%	98%	99%	98%	98%	98%
Kelly Kapowski	85%	85%	91%	61%	79%	90%
Lisa Turtle	94%	94%				
Screech Powers	87%	87%				
AC Slater	93%	93%				
Jessie Spano	91%	82%				
Ben Zion	79%	74%				
Northeast	100%	100%				
Monica Carter	100%	100%				
Mia Franklin	99%	96%				
Bill Nelson	87%	94%				
Marcus Lerman	68%	69%				
William Jackson	98%	99%				
Gavin Whitford	88%	91%				

Agent	Overall	Compliance	Opening
Zach Morris	76%	98%	99%
Kelly Kapowski	85%	85%	91%
Lisa Turtle	94%	94%	84%
Screech Powers	87%	87%	76%
AC Slater	93%	93%	84%
Jessie Spano	91%	82%	92%

See Balto in Action!

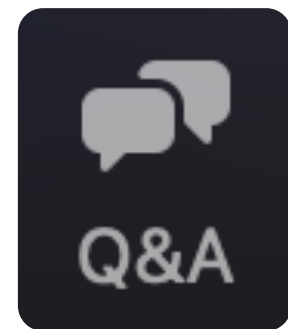
Click the link in the chat to schedule a demo.

Or visit: www.balto.ai/get-demo



Next: Q&A →

Q&A



Use the **Q&A button** on your screen to submit questions.

Thank you for joining us today!

To learn more about Balto, visit balto.ai