

ACCEPT

Give them a forum.

Don't interrupt!

Listen empathetically to understand.

Think of solutions as they talk.

Research while they talk.

After they've had their say,
ask specific questions.

ACKNOWLEDGE AND ADDRESS

Recognize their upset.

Avoid transferring the call.

Don't take it personal.

Let them vent, but don't lose control.

Tell them what you *can* do.

Show empathy.



APOLOGIZE

Do it without delay.

Doesn't matter who is at fault.

Don't judge!

Be natural and sincere about it.

Reduces stress, creates calm
and minimizes talk time.

Establishes rapport and trust.

ASSIST

Know your product.

Understand, then be understood!

Make confirmation statements.

Stay up-to-date on changes.

Respond quickly and accurately.

Be specific when requesting info.

Ask close-ended questions.