

Enhancing Customer Experiences

At some point, a customer may perceive their experience as less than wonderful. You may still enhance the customer's experience by handling the situation with clarity, compassion, and curiosity.

I. Clarity

A. Before entering the conversation, (ideally before starting your day or shift) check in with yourself about your needs. When you have unmet needs, it proves more challenging to help someone else. (See Noticing Needs Guide.)*

B. Your customer may be making a situation mean more or less than it is. You may also be making a bigger or lesser deal out of it than it is. Be aware of what you each make it mean. There are indisputable facts a camera records, and there is a truth that you each see, hear or experience through your own lens of perception. Learn what the customer thinks it means first.

C. Remember your personal and organizational values, and remember to filter what you think, do, and say through those values. Will your future self and your organization tomorrow be happy and grateful with your choices?

Decide in advance as an organization how employees may handle customer complaints.

II. Compassion

1. Reflect back the words of the customer to show what you hear and understand. You may acknowledge what the customer is saying about their experience without agreeing.

2. Recognize feelings. Feelings simply signal to you whether needs are met or unmet. (See Feelings Inventory.). You may also acknowledge the feeling (For example, “It sounds...(disappointing)” or “that sounds...(frustrating)”)*

3. Remember your customer is communicating whether their needs are being met. Notice the underlying needs of your customer. When the customer vents, it means a need is not being met. It may not necessarily be about you or even your organization. (See Naming Needs List.)*

**Resources available at: <https://brucknermediation.com/peacebuilding-tools/>*

Complimentary consultations available. Contact sherry@brucknermediation.com or 320.808.3212 for further help.

III. Curiosity

Seek to understand your customer's needs and wishes through sincere curiosity. Although the customer may be expressing frustration or disappointment, you do not really know what their wishes are without asking and clarifying. The customer may wish to be heard or be looking for some specific remedy. Ask open-ended questions, such as:

- 1. What would you like to see happen?*
- 2. What could we do today to make you feel more comfortable about this?*
- 3. What would you like to see done differently in the future?*

Conflict costs businesses, organizations, and teams time, money, energy, and of course, money.

If you wish to give your team the tools and confidence to address issues with clarity, compassion, or curiosity, give Sherry a call at +1 320.808.3212 or send an email today to schedule a training.

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