

SHEPARD VT COURSE OUTLINES

How to Manage Angry Customers and Handle Customer Complaints

Chapter 1 - Introduction

Chapter 2 - Who is Your Customer?

Chapter 3 - Moments of Truth, Misery, Mediocrity and Magic

Chapter 4 - Why it is Important to Deal with Customer Complaints

Chapter 5 - The Five Step Process to Handling Customer Complaints

Chapter 6 - How to Deal with Angry Customers / 24 Tactics (Part 1)

Chapter 7 - How to Deal with Angry Customers / 24 Tactics (Part 2)

Chapter 8 - What to Say and Not Say to an Angry Customer

Chapter 9 - The Power of Listening

Chapter 10 - Conclusion