

# **“Boosting Customer Satisfaction in Contact Centres”**

*Part 1 –*

*The CUSTOMER SERVICE SKILLS Side of CSAT*




**Mike Aoki**

**Speaker & Trainer**

**LinkedIn: <https://www.linkedin.com/in/mikeaoki/>**

**Website: [reflectivekeynotes.com](http://reflectivekeynotes.com)**



**Human eras  
are defined by  
their tools**

**Contact centre “ages”  
are also shaped by  
their tools: Age of AI**

**What is the Impact  
to Customer  
Satisfaction of...**

**Technology**

**Process**

**People**

# Customer Satisfaction - People

- **AI is a great customer and agent assist tool. However, some customers still want human interaction.**
- **We are asking Tier 1 agents to handle Tier 2 interactions, without extra training and coaching!**
- **There are also generational differences in skill sets.**





## **Agent/Customer “Boundary Layer”**

- **What keeps a 200-ton aircraft from crashing into the ground?**
- **The conversation between your human agent & your customer is like this thin boundary layer of air, keeping your company afloat!**

**How do upset  
customers affect  
CSAT, AHT,  
escalations &  
employee  
engagement?**







# Dealing withirate Customers: "Fight or Flight" Reactions





## “Fight or Flight” Changes the Brain’s Chemistry

“It isn't character, it's chemical. When people get upset, too much adrenaline floods their brains, and their thinking malfunctions.”

*From the book, “Conflict Unravelled: Fixing Problems at Work and in Families” by Andra Medea*



♥ ACCEPT  
UNDERSTAN  
EMPOWER

## Emotionally Intelligence Customer Service is...

- **Understanding and managing emotions, both our own & other people's feelings**



## Techniques to Deal with Upset Customers

- I. Do not go into “Fight or Flight” yourself:
  - Take slow, deep breaths
  - Relax your muscles
  - Take notes
  - Slow down your own rate of speech



## Techniques to Deal with Upset Customers

2. Listen and let them vent for a bit  
...without interrupting!

People can react to interruptions by getting angrier

If they repeat themselves, what can you do to acknowledge their issue?



## Techniques to Deal with Upset Customers

3. Acknowledge your customer's current emotional state, if appropriate and show empathy

*For example, "I might feel the same way, if that happened to me."*





## Techniques to Deal with Upset Customers

4. Use “And” NOT “But” to avoid blaming the customer:

*“I don’t blame you for being upset.  
**BUT...**”*

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## Techniques to Deal with Upset Customers

### 5. Keep it simple and avoid jargon

How long AFTER they have stopped yelling, do you think it takes the average person to regain their full mental & emotional capability?

*People's anger can be re-ignited easily during the 20-30 minutes AFTER they have stopped yelling!*



In addition to training changes, the impact of AI means upgrading your recruitment, onboarding & coaching processes!



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