

ESCALATION & EMPATHY TRAINING



What is an escalation?

Signs of Escalation

- Frustrated or angry tone
- Swearing or using profanity
- Consumer has had to call multiple times
- Asking for a Supervisor





Why do consumers escalate?

- Their order was wrong/ shipped to the wrong address
- They feel misunderstood or not listened to
- They're having a bad day
- They've had poor experiences with customer service previously
- Unhappy with product/ don't know how to use it
- They placed an order and can't cancel it

What should I do when a consumer escalates?

Stay Calm

Active Listening – Listen carefully and do not make the consumer repeat what they've already said

Show Empathy

Use a Soft and Polite tone

Offer resolutions, not Excuses

Draw a line in the Sand – Set boundaries with the consumer

Never offer a supervisor – Try to retain the call and handle the consumer's issue

Escalation Tool Belt

- Active listening to the issue
- Empathy Statement
- Proper Soft Skills
- Take ownership of the account
- Offer a resolution or explanation
- Draw a line in the sand - These are your options, or this is our policy. Reinforcing and grabbing call control back.
- Attempting to retain if they ask for a Supervisor - Transferring to a supervisor should be last resort for the consumer.
- Seek Supervisor Support





*What is
Empathy?*

Empathy Statements



“I UNDERSTAND WHY
YOU’D BE SO
FRUSTRATED.”



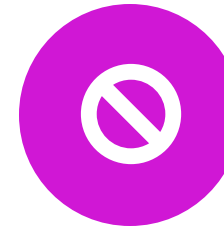
“I WOULD FEEL THE
SAME WAY IN YOUR
SHOES, WE WILL FIGURE
THIS OUT TOGETHER.”



“I’M SORRY FOR THE
EXPERIENCE YOU’VE
HAD, I’D BE UPSET TOO.”



“I CAN HEAR THAT THIS
IS IMPORTANT FOR YOU.”



“THIS SITUATION IS
UNACCEPTABLE TO US
TOO.”

Soft Skills



Taking Ownership



ONCE THE CONSUMER IS
ON THE PHONE WITH YOU
CONSIDER THEIR
ACCOUNT YOUR
RESPONSIBILITY



ONE CALL RESOLUTION IS
CRUCIAL, NO PLAYING
“HOT POTATO” WITH THE
CONSUMERS



RESPECT THEIR TIME HOW
YOU'D WANT YOURS
RESPECTED



FOLLOW UP WITH THE
CONSUMER PERSONALLY
IF NEEDED



UTILIZE YOUR
RESOURCES TO HANDLE
THE ISSUE

Solutions, Not Excuses



The consumer doesn't care until they know you care. Giving multiple excuses rather than solutions or explanations for the issue will only escalate the situation and consumer more.



While our solution may not always be the best-case solution to the consumer, this will be more effective than excuses.



People respect and appreciate honesty; this helps convey that we are another human on the other side of the phone despite not being face to face.

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Draw a Line in the Sand

- Consumers may not find our policies or decisions to be the best-case scenario in their eyes, however we must be clear with them the expectations and options
- Clearly spell out what their choices are and why, and stay firm in your enforcement of our policies while staying polite and neutral
- This lets them know that you are confident in your answers and that they would get the same ones from anyone in the company

Retaining an Escalated Consumer



"I want to talk to a Supervisor!"



Stay calm, don't panic



**Remember your
escalation tool belt**

Utilize every step, this is vital



**Use a soft and
professional tone**



**Do not offer a
supervisor or transfer
without attempting to
retain the call**



Use your resources

Seeking Supervisor Support

We have made at least
two attempts to retain
the call

Taken Supervisor
Directions

We've already utilized all
other resources

The consumer is being
violent, very profane, or
hateful

Transfer to Supervisor

While it is impossible to win over every consumer or de-escalate each one, it is most important that we use all our resources and attempt to resolve the problem before transferring to a supervisor.



Once we have determined it is appropriate to transfer the consumer, wait for the supervisor approval before proceeding with the warm transfer.

The End

