

# Course Five

## Customer Service Strategies to Move the Call in the Right Direction

Free Lesson: Perspective Taking: How to Understand a Customer's Point of View for Creating the Best Outcome

Making Impressive "Power Points" with Your Audience

Free Lesson. This is Lesson 2 from the course. The Number One Cause of Fear of Public Speaking

After this free lesson you will:

- Understand the meaning of perspective taking and how it will create a positive customer service outcome
- Know the importance of using perspective taking with customers
- Gain strategies on how to apply perspective taking with every type of customer

Doing customer service phone work for a full day can be emotionally and physically tiring. Keep in mind that some callers will be upset, people come from different backgrounds, and everyone deserves respect. There is always a goal for every call. Often the goal is to close a sale, collect a payment or educate the customer. Using the skill of perspective-taking can help make the call go smoothly with an actionable outcome.

*Perspective-taking* is considering situations from another point of view. Taking this approach can help customers feel heard and understood. To be successful at perspective-taking, you must do two things:

1. Set aside your own thoughts and feelings about the call.

2. Then change your line of thinking to see it from the customer's point of view.

If you are mentally commenting on the call to yourself, (i.e., this person is being rude to me) then seeing from the customer's point of view will be too difficult. Perspective-taking will help you to better understand the situation as the caller sees it. Applying perspective-taking will help you to have more tolerance of and appreciation for the individual.

## How to Do Perspective-Taking

1. Imagine yourself having the same experience.
2. Use your own similar past experience to understand another person's situation.
3. Apply general knowledge on how someone would react to that situation.

For example, a customer is frustrated because their water was turned off due to three months of nonpayment. From the customer's perspective, there are two issues here: not having access to water and being financially challenged at the moment. What are some comments you can make using the concept of perspective-taking and excellent customer service?

Examples:

"Not having access to water is frustrating."

"Coming home to no water must have been terrible."

"This has to be difficult for your family."

Write down different types of situations that arise in your work with follow-up comments using perspective-taking.

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Typically in a call center, the goal is to collect a full or partial payment. Perspective-taking can help that conversation feel more supportive to the customer. Kindly educate as you move through the steps of the process. By

acknowledging the caller's feelings or mood, you can redirect the conversation to a good outcome for your customer and for yourself.

Thank you for participating in this free lesson. I hope you found it insightful and helpful. I wish you great success!

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