



International Satisfaction Association

“Difficult Customers and Situations”

Training Module Objectives

For the company:

- Improve customer service as part of a violence prevention policy.
- Reduce the risk of illness and stress-related ailments (depression, fatigue, addiction, suicide) for staff.
- Support teams by allowing them to regain a sense of security and serenity in their working conditions.

For participants:

- Acquire the tools needed to manage customers in difficult situations.
- Learn how to manage conflict by understanding the mechanisms of violence.
- Know which stance to adopt in customer relations in order to prevent relational and emotional issues.
- Regain confidence and motivation in dealings with customers.

Teaching Method

The teaching method is based both on theoretical input and practical exercises. The emphasis is placed on know-how and social skills with the aim of a professional application for the trainees.

The tools passed on to the trainees are drawn from management and psychology (interpersonal communication).

Participants

Target audience: “front desk” staff and, more globally, all staff members in contact with customers (**face to face or over the phone**).

Number of participants: groups of 1 to 10.

Duration

Basic module: 2 days (basics).

Complete module: 4 days (includes intensive practice, role-playing, video...).

Location and Teaching Materials

Location: at your premises or an off-site location in the city of your choice.

Materials: room with white board, eraser, marker pens, camera, TV.

Cost

Teaching fees & expenses: price on request.

Please contact us for a detailed solution tailored to your needs.

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