

# Defusing & de-escalating high-emotion customer conversations



**BPA**  
QUALITY

# Defusing & de-escalating high-emotion customer conversations

Empathic communication is at the heart of meaningful human relationships and helps ensure that each interaction with our customers demonstrates the values we hold as a business.

We know from experience that sometimes things go wrong for our customers, and they become unhappy, angry, or distressed. When this happens, it is vital that we manage the contact effectively and do what's right. Conflicts often degenerate into negative emotions. We need to prevent these negative emotions from taking over and know how to take the heat out of the situation. We can do this better when we have insights into how we and our customers might typically express ourselves when communicating. This can help us to understand better, and to adapt our approach accordingly.

Advisors who can communicate and resolve conflict in a professional, respectful manner create strengthened relationships and handle conflict on their own. The overall tension decreases for a better working environment, reduced escalations, and increased efficiency of call flow.

Honing these skills can give us the confidence to handle a range of situations; de-escalate conflict and avoid miscommunication, particularly in high-emotion situations. This workshop is designed to enable our teams to seek positive, connection-driven interactions that enhance our customer relationships.

## BENEFITS TO YOUR BUSINESS

- Effectively addressing and resolving conflict can increase customer retention, loyalty, and brand awareness.
- Skilled contact centre advisors avoid and resolve conflicts in the early stages of a contact, before they can interfere with the relationship between the business and the customer.
- Employees who know how to handle conflict can work more efficiently, skillfully managing situations, and are less likely to escalate disagreements, allowing for increased first contact resolution.
- Advisors who can communicate and resolve conflict in a professional, respectful manner create strengthened relationships and handle conflict on their own; the overall tension decreases for a better working environment and increased efficiency of call flow.
- Conflict resolution skills allow us to move beyond our own emotions and opinions, encouraging a deeper understanding of situations and giving us the clarity to seek win/win outcomes.

## WHO SHOULD ATTEND?

This course will be of benefit to all Managers, Team Leaders, Supervisors, Coaches and Advisors who want to develop their knowledge, skills and confidence in expertly handling high-emotion customer situations.

## LEARNING OUTCOMES

- Hone our listening skills to maximise effective communication and de-escalate challenging conversations.
- Consider the positive impact we can create with our language, voice, and tone.



## LEARNING OUTCOMES (continued)

- Raise self-awareness through exploration of our own and others' perspectives and communication preferences, and their influence on our interactions with our customers.
- Develop positive influencing and assertiveness skills when managing tough conversations.
- Identify and explore techniques to de-escalate conflict and defuse tension.
- Create strategies to increase our resilience, our ability to handle pressure and to support our wellbeing in-role.
- Commit to development steps for success that can transform our customer interactions for the better.



## WORKSHOP OUTLINE

### Setting the scene

Exploring the impact of challenging contacts and the feelings they evoke in our customers and ourselves.

### Becoming aware of communication styles

Understanding their impact and influence on interpersonal behaviour.

### Developing our communication skills

With a focus on honing our Active Listening, to effectively defuse and de-escalate high emotions in our customers.

### The challenging call handling cycle & other de-escalating techniques

Including projecting the right amount of assertiveness to influence more effectively, work more collaboratively, navigate difficult situations more easily and problem-solve better.

### Self-management

Self-management of our own emotions and reactions during challenging conversations.

### Resilience

Managing pressure, building resilience & increasing self-care.

### Next Steps

Identifying improvement steps and making personal pledges to support positive behaviour change in-role.