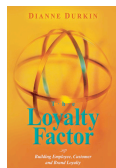


# 7 Steps to Great Customer Interaction

- ① **Establish Instant Rapport:** *Demonstrate not only friendliness, but proof that you know who the customer is and are going to deliver the resolution that matters.*
- ① **Gauge Conversational Expectations:** *Adapt. Assess if the customer is seeking a deep, engaging conversation or a quick one. Adapt.*
- ① **Determine the Customer's Emotional State:** *Determine the mindset from which the customer is approaching the call (is he curious? Angry?).*
- ① **Make a Personal Connection:** *Acknowledge the emotions the customer is having. Connect by using their body language, voice, volume and pitch. Use their key words and phrases in conversation.*
- ① **Move Towards a Resolution:** *Offer a solution tied directly to the customer's perspective on the matter. Do not blindly shy away from resolutions that are recommended in the script or knowledgebase, but do assure they are presented in context of that customer's particular needs.*
- ① **Identify Upsell/Renewal Opportunities:** *Amplify the customer's restored faith and loyalty (and leverage them) by suggesting new or upgraded products that could offer value specifically for that customer.*
- ① **Sign Off on Good Terms:** *Assure, even if the resolution isn't perfect, that the customer leaves with the sense that the brand respects their needs and is committed to securing their satisfaction and winning their loyalty.*



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