



CUSTOMER AGGRESSION PROCEDURES

“HOW TO” GUIDE

CONFLICT RESOLUTION TRAINING & CONSULTING Pty. Ltd.

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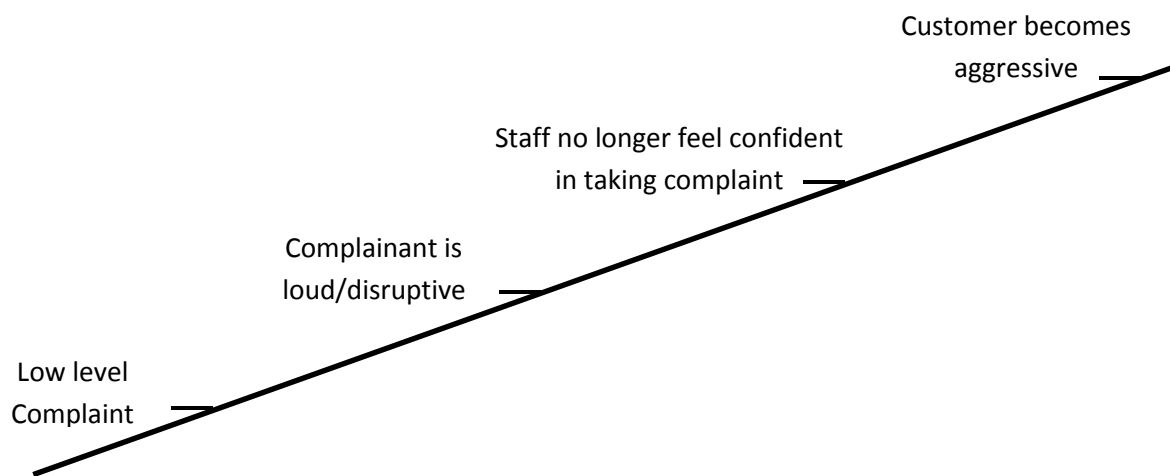
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“How To” - developing Procedures

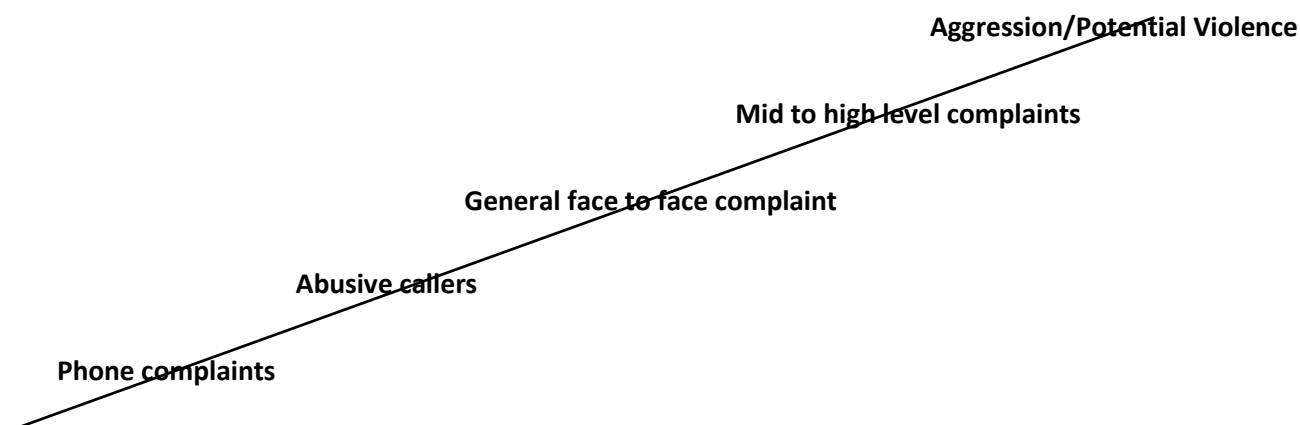
Getting started in developing Customer Aggression Procedures.

1. Identify all the different types of situations staff may encounter in an escalating conflict.



2. Each heading requires suggestions and options on how you want staff to handle the situation.
3. In order to make your procedures work place relevant and user friendly some “wiggle room ” should be catered for eg : where relevant; suggestions could start with eg: where possible or if appropriate - etc.
4. CRTC strongly suggest involving “coal face” staff and giving them the opportunity to contribute any suggestions.
5. Some Company’s prefer to start their procedures with a short Policy statement regarding customer complaints and customer aggression.

Identifying areas to be addressed



Aquatics Centres - Complaints / Customer aggression procedures.

Council Policy on Complaint resolution / Customer aggression

Example only - Council recognises that there will be times where staff have to resolve customer complaints. As exceptional customer service is Council's continual goal; complaints should be handled with sensitivity and be acted upon expediently. Council acknowledges that staff will have varying levels of experience and tolerance and the need to escalate the complaint up to the Manager will at times be necessary. Council also recognises some complainants can become abusive. Staff should not put up with behaviour that offends or causes anxiety.

Phone complaints

- Customer Service friendly answering technique.
- Identify the exact nature of the complaint.
- Use good verbal listening technique and verbally respond and acknowledge any major issues raised.
- Empathetic statements where appropriate.
- Ownership of the complaint by stating what you will do in regard to follow up of the issue and where possible give a time frame for response. Or
- Explain to the customer the policy or procedure that may be relevant to their issue.
- Or- escalate up to Duty Manager is necessary.
- Where appropriate thank customer for bring the issue to your attention.

Caller becomes abusive

- When your tolerance level has been exceeded –
- Using a calm tone and manner If abuse starts staff are advised to calmly acknowledge the complainant's issues.
- Offer help than ask the customer to alter behaviour.
- Should there be a further escalation; staff again should calmly either escalate the call to a duty manager or calmly advise the customer that the call will be terminated if behaviour continues.
- Calmly terminate the call if necessary and immediately notify Duty Manager.
- Duty Manager may choose to call the customer back and attempt resolution.

General complaints (face to face)

- Assess intensity or sensitivity of the complaint and decide on whether the location of taking the complaint is suitable. Move the complainant if appropriate.
 - Reception – move customer to.....(customise for each centre)
 - Pool deck – Consider a private area with regards to whether the complainant is wet or dry.
- Display good verbal and non-verbal listening skills.
- Empathetically react to any major issue stated demonstrating understanding.
- Where applicable explain any relevant policy or procedure.
- Or – Explain course of action to be taken.
- Or – Where necessary escalate up to Duty Manager.
- Where appropriate thank the customer for bringing the issue to your attention.

Mid to high level complaints

(Where behaviour is disturbing others or offending staff member)

- Attempt to move complainant to more suitable location.
- Implement normal de-escalation techniques.
- Where necessary attempt to curb the behaviour.(covered in training)
- Or escalate up to Duty manager.

Aggressive behaviour escalating towards violence

Customer verses customer or customer verses staff member

- Where possible two staff to attend.
- Do not place yourself in danger. (do not get too close to the aggressor)
- First responder - Gain attention of the aggressor.
- Always look to remove the easiest person. Eg : staff member or victim
- Second responder remove victim or other person from the immediate scene.
- Use de-escalating techniques to calm aggressor. Get a commitment from the customer not to reoffend.
- Or – where appropriate inform the aggressor they have to leave the premises.
- Give them space and reasonable time to leave.
- Reapproach aggressor and ask them a second time to leave.
- Should the aggressor refuse inform the customer that you are calling Police then disengage.
- Inform Duty Manager and consider calling Police

