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Contact Center Technology

| GUIDES

CUSTOMER SERVICE DE-ESCALATION TECHNIQUES



It is not easy to de-escalate a conversation with a client, especially as a customer service rep. The last thing you want us to say is that it's easy. Sometimes you just want to throw your computer out the window and walk out. But you don't.

We're here to tell you the best tried and tested techniques for de-escalations in customer service. We reviewed our training materials, scoured the internet for the best info, and listened in on a few escalated calls to see what works and what doesn't.





1 Maintain a Commanding Composure

Step 1 • Don't patronize them

Take notice of their concerns and relate to them. It's not always easy to put yourself in their situation, but you always have to try. While you do this, say comforting things that tend to be seen as genuine: "oh gosh", "that sounds horrible", "I can totally understand why you decided to call", "you're right to want to get in touch with management." There are loads of things you can say along the same lines. Make your own list with what feels natural to you and use it!

Step 2 • Interact in a human way

Now, a lot of you think being human means giving in to the customer's requests. However, the most powerful way of expressing human connection is relating to real-world events. But how?

Is it Christmas and they have an order that's not going to make it on time? Say "oh no, right on Christmas! I'm so sorry. Really not a good time for this to happen." These simple statements will help de-escalate any situation and enable a calm conversation about solving the problem.

Step 3 • Offer something for free as quickly as you can

You might already know this, but customers get bored so easily. Even when you're only trying to be nice or use one of the tips above and then, all of a sudden, they're talking over you.

Stop. Refocus. Make a simple offer.

Depending on what you're doing customer service for, you may have a range of free things you can offer to de-escalate a situation. If you're in a position where you can give them free sweets, do it!

2 Try to Present the Situation from Your Point of View

Step 1

• Present your situation regarding their call

First off, the customer needs to understand why you're there. It might be that they're trying to reach a supervisor or even the president of the company. No matter what you try, they won't accept anything less than a chat with the big boss.

At that point, the best thing you can do is tell them you have the authority to handle their call and offer a solution to their problem. Ask the customer to let you do your job.

Step 2

• Then ask what they'd want so you can sort this out

This is a high point in the conversation – making clear that you're there to solve it, not just to calm them down.

Lots of contact centers only give customer support limited authority to solve problems, so plenty of customers think they're better off skipping you and going directly to your manager or CEO.

Talk to your boss if you don't have the authority, because that's a very bad (and unfortunately still common) practice for how managers coordinate call centers efficiently.





3 Remember They're Customers, Even If They're Wrong

Step 1

• If they ask for something outrageous, come with a counteroffer

Reiterate the request to the customer, make sure they understand they're requesting something that doesn't make sense, but don't say it outright. Make them understand on their own that their request is outrageous.

Once you come back to the facts, the customer may back down in their request. At that point, the de-escalation may already be successful. If not, you can probably solve it by offering something less than their initial request.

Step 2

• Make it sound like you're doing them a favor

An extra step you can take in order to make customers feel special is to present the de-escalation solution as a favor. Instead of "I'm authorized to do this for you", try "well since you've been with us for a while, I can certainly make an exception for you this time."

Be very subtle in your approach and remember today's exceptions become tomorrow's expectations.



Who is NobelBiz?

NobelBiz is a world-class Telecom and CCaaS company with 20 years of experience delivering complete solutions for contact centers across the globe, irrespective of size, industry, or activity.

The **NobelBiz Voice Carrier Network** is the only network built from the ground up to serve contact centers, offering the most versatile selection of smart tools to increase contact rates, mitigate impacts of call labeling and blocking, and provide all-round compliance.

The **NobelBiz OMNI+** cloud contact center software has a unique blend of capabilities: from Omnichannel, Impressive API integrations, and fast implementation, to simple cross-channel campaign setup and remote work.

[Get in touch with a contact center expert.](#)

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