

## Emergency First Aid for Emotional Customers



Look for the underlying cause of the person's reaction. Is it frustration, fear, confusion, etc.?



Reassure the customer that you are here to help.



Listen and limit your responses to simple reassurances that you are doing so. "Uh-huh" "I understand," etc.



Apologize when appropriate. "On behalf of Apple, I would like to apologize for....."



Take notes. Even when the person is venting, they are often providing important details. It will save time later and help you listen without interrupting.



Are you feeling anxious? Is your breathing getting shorter and faster? Relax. Take deep controlled breaths.



Acknowledge the customer's underlying reaction. "I can certainly understand how frustrating this can be." "I know this can seem very confusing."

