

SKILL SHEET

PROBLEM RESOLUTION "6A"

If C.S.I. is important to you and the culture of your store, then you must make sure that all of your customer facing employees have a basic understanding of how to de-escalate an upset customer scenario. Far too many of these situations grow into a bigger problem because we fail at the point of first employee interaction. Most upset customers want to be heard more than they want something discounted or free.

The 6 "A's" of Basic Problem Resolution



1. **ACCEPT**
2. **ALLOW**
3. **APOLOGIZE**
4. **ASSURE**
5. **AGREE**
6. **ACT**

Problem resolution matters because when done right, these become our most loyal customers.

1. **ACCEPT** – We must immediately accept that there is a problem. Let's be honest enough to realize that ignoring this will not make it go away, it will only make it worse. The sooner we get involved has a direct impact on the effectiveness of problem resolution.
2. **ALLOW** – Invite the upset customer to an office (away from other customers) and allow them to fully explain the scenario. Give them your undivided attention (use your verbal and non-verbal cues) and take notes.
3. **APOLOGIZE** – Apologizing and displaying empathy to the customer for the explained scenario will help lower their defensiveness and make them more accepting of a reasonable resolution.
4. **ASSURE** – Communicate to the customer that you will own this to the extent of your decision-making limitations. Some issues require a higher level of authorization.
5. **AGREE** – Ask the customer how we can best resolve their specific issue. Not everyone wants the same thing so ask them what their expectation is before offering a resolution. *If possible, do a little bit more than what they ask.*
6. **ACT** – The **MOST IMPORTANT** thing that we do is actually following through with the agreed upon resolution. If you do the first five "A's" perfectly and fail on the last "A" then all you have done is make the original problem worse.