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Report Role play: managing a difficult customer

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1. Introduction



The mirror is a worthless invention. The only way to truly see yourself is in the reflection of someone else's eyes. (Voltaire)

Looking at a dictionary, Reflection might be defined as: To mirror / To look / To cast a light on / To meditate. Reflective practice is defined as the ability to reflect on one's actions so as to engage in a process of continuous learning. According to one definition it involves "paying critical attention to the practical values and theories which inform everyday actions, by examining practice reflectively and reflexively.

Reflection is deliberate and intentional. It is a process that we consciously undertake, in the professional sense, in order to take stock of our practice by interpreting, analysing, and questioning the way we work. It is the first step in the process of looking at ourselves critically, questioning all the assumptions that we have been operating on, and refashioning, reformulating, and reinventing the way we do things (Reale 2017).

Another definition of reflection captures these aspects: “The process of creating and clarifying the meaning of experience (past and present) in terms of self (self in relation to self and self in relation to the world). The outcome of the process is changed conceptual perspective” (Boyd & Fales 1983)

Reflective practice has enormous benefits in increasing self-awareness, which is a key component of emotional intelligence and in developing a better understanding of others and can also help you develop creative thinking skills and encourage active involvement in work processes or to develop your skill and review their effectiveness, rather than keep doing things as you've always done them..

2. Roll play: “How to managing a difficult customer?”

This case study concerns a consumer who is submitting a complaint to the pub manager and the role play "How to handle a difficult customer?" Wetherspoon's company is focused on offering good quality food and drink at reasonable prices and being served by well-trained and friendly staff in a short time.

In this theatrical game I was trying to show one of those moments of our day of every day when not everything would go as we wanted and how we behave.

If I had to ask myself why I behaved as I did I could answer because sometimes for different personal reasons or even if it is an unwanted or unexpected situation, the consequences of our actions are sometimes even for us uncontrollable or very easy to manage and forgivable in a short time.

The brief explanation of the role played during the lesson concerns the difficult consumer and the anxiety that we feel to be the last can influence the way in which consumers live while waiting for a product or service - and can influence the profits of companies - explains Buell in a new working document, "Last Place Aversion in Queues (pdf)."

No one likes to be the last and the first in a row is always the next one served. "Humans are very social creatures and we are driven to confront each other," says Buell, associate professor of UPS Service Foundation at Technology and Operations Management Unit. "When we feel bad, one way to deal with it is to deal with the people who are worse than us."

Sometimes, despite the best efforts, the customer is still not satisfied and the excuses are not enough.

This roll play shows what the manager should do even if he apologized and the customer is still not satisfied after all kinds of explanations:

Recognize the problem - Thank the customer for bringing the situation to his attention. Regardless of whether the customer does not understand his process or is simply spending a day of rest, it never hurts to take the first step in finding a solution.

Apologize: what's the point in recognizing the problem if you don't intend to apologize? Even in this case, even if he believes the customer is wrong, the manager should always take the high road apologizing. The excuses not only satisfy the customer, but also show others that they are interested in providing a high level of service.

"We apologize for the fact that our service did not meet your expectations. We set a high standard for ourselves and we are really sorry to know that the standard was not respected in the interaction with our business. Your happiness is our number one priority".

Provide an explanation if needed - There are times when the excuses are more than enough to deal with a situation. Even so, there may also be cases where you will need to provide more information to clear up a misunderstanding. Here is an example of an in-depth explanation that follows the excuses and

This excuse must be clear, to the point, that shows that his activity establishes high standards and that he intends to provide. For example

Replace the product (fresh meal or drink) or correct the situation - Replace, deliver a new set of cutlery etc. To compensate the auditor appropriately - As a consumer, there is nothing worse than having a negative experience with a company and canceling it without first trying to incentivize or compensate the consumer for re-using his business

Excuses go far, but a 20% credit on the next service is much more incentive for the consumer to use again in the same activity. If the pub manager is willing and able to take that extra step, it could mean the difference between a single customer and a lifetime customer. For example, the manager can advise the company to offer a complimentary coffee or dessert or, for hotel guests, a discount on their stay.

In cases of online review, or in person, any manager who is in person or on the phone should be able to solve his clients' problems and allow both parties to reach a resolution. In this way it is possible to extend this invitation following the initial excuses: "Please contact me personally by e-mail or telephone and I would be happy to discuss the problem as soon as possible".

The manager, in this case, should make sure to provide his name, title and direct contact information (or that of a manager of his business who has the authority).

It is not advisable to ask the consumer to remove the review, as this could make the situation worse. It's better than the client feels that their complaint was heard. Maybe in a perfect world, every online review a business receives would be positive. Unfortunately, this isn't realistic. Although it can seem unfair, it's important to acknowledge negative reviews and prepare for them.

If a manager ignore negative reviews altogether customers are unlikely to return. Furthermore, the customer may continue to share his or her negative feelings about the experience with others offline, which causes even further damage to his business's reputation in the community.

2.1. Example Role Play Scenarios: Angry Customer

More precisely, he is an example of a trainee working in a customer relationship team for a retail company and a customer came to talk to a staff member to file a complaint. They are threatening to turn to a consumer watchdog. The manager's goal is to solve the problem with minimal financial damage and the reputation of the company.

A reluctance to spend a special evening complaining about food / service / price is sometimes incomprehensible; however, food that has not arrived on the table as ordered could lead the customer to request to receive the full bill. That's why it's best to make sure you keep the receipt.

Secondly, if you go to buy something based on the description of the seller or a sample, you should expect the item to conform exactly to that description or sample from the menu or even from the dedicated app. Otherwise, the customer has the right to refuse the goods, request a full refund and possibly claim damages. Is it possible to get a refund for a service that was not so promised? Here is another classic example that could happen to anyone 'I have booked a table for me and my partner. I paid £ 50 per person and if the food was exceptional or even very good, I wouldn't have minded this price. But £ 50 for bad food and terrible service was very disappointing. '

2.2. Benefits of Good Customer Service

The best thing to remember when an angry customer is present or who is negatively addressing a manager is a simple acronym: HEARD. The HEARD technique goes like this:

H: Listen - Let the customer know that he was heard. The manager should be patient and never interrupt the client.

E: Empathize - Having empathy in business pays off in all relationships: practice understanding and compassion when listening to customer complaints.

A: Excuses - Even if he were not at fault, after feeling empathy with the client, he should be able to apologize sincerely. Nobody likes to be uncomfortable and should understand it. It's like answering a negative IRL review. (Professional tip: there are reputation management tools that help angry customers online.)

R: Solve - Come in some sort of common ground with the customer. Ask how it can help. Find a way to fix things, regardless of whether this gives them a discount on future purchases or a free product.

D: Diagnosis. After the problem is resolved and both parties are friendly, go to the end of the problem. Who or what really caused this? In this way, both the manager and the client benefit from new information that can help them to start over.

3. Feelings

Reflection usually also invites us to become more honest with ourselves about our behavior and our way of seeing and thinking.

Emotion is a mental state associated with the nervous system caused by chemical changes variously associated with thoughts, feelings, behavioral responses and a certain degree of pleasure or displeasure. At the moment there is no scientific consensus on a definition. Emotion is often intertwined with mood, temperament, personality, disposition, and motivation and there are six distinct human emotions: happiness, sadness, fear, anger, surprise, and disgust.

We evolved to be able to recognize emotions through subtle changes in facial expression.

Charles Darwin believed that emotions like fear were the key to human evolution. For example, if someone was afraid of a bear, he would have run away. Some animals, such as the Dodo bird, did not develop the fear of predators (as there were none on their isolated islands) that led to their extinction. Furthermore, feelings of attraction are believed to have helped early humans reproduce with other desirable people, which has improved species every generation.

Emotions last even longer than a memory. Many people can remember how they felt emotionally during a given situation, even if the finer details are confused.

It is very mentally healthy to be sad sometimes. Being able to deal with and work out sadness is much better than pushing negative emotions deep.

Our physical health has a lot to do with how we feel emotionally. When you have a pain or a chronic illness, it is natural to feel depressed.

Our emotions can also affect our physical body. It is known that jealousy causes stomach pains and stress can cause headaches.

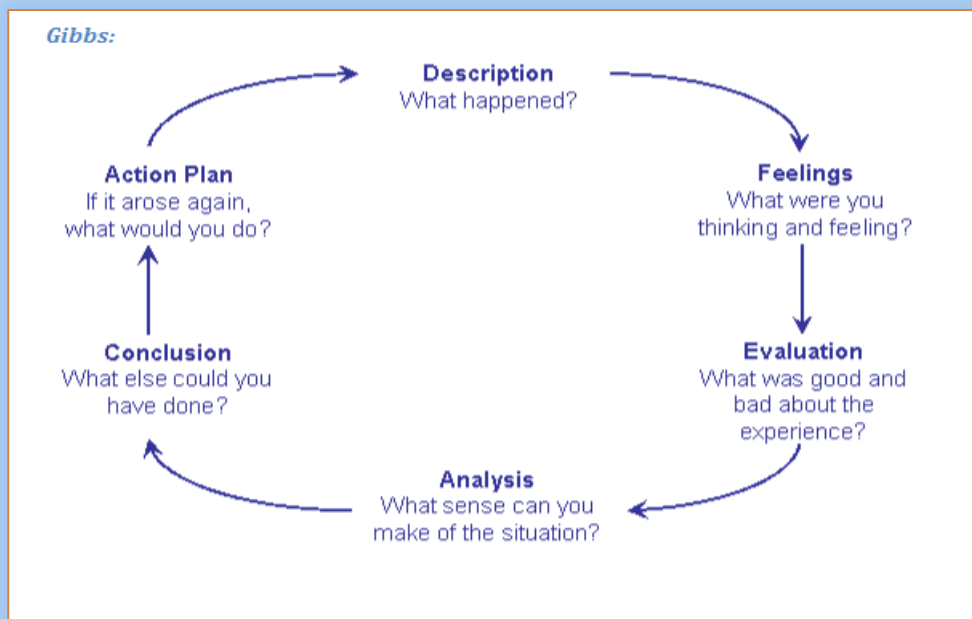
The most difficult emotions to pretend are sadness and anger. For this reason, it is actually very easy for a "boring" person to change his behavior to make others more similar.

Anger is very natural and does not make you a bad or violent person. If someone in your life is making you angry, it's okay to express it. If you are afraid of confrontation, a good way to deal with a problem is to do everything about yourself, rather than pointing fingers at the other person. The intentions of the other person cannot be assumed and one's emotions cannot be denied. So it's much better to express how we feel in a given reason.

4. The Value of Reflection

In 1988, the American sociologist and psychologist Graham Gibbs published his Reflective Cycle model in his book 'Learning by Doing'. Gibbs Reflective Cycle encourages people to think systematically about the experiences they had during a specific situation, event or activity.

Reflecting on experiences can help people deal with them better in the future. ... However, if they don't reflect on their experience, and if they don't consciously think about how they could do better next time, it's hard for them to learn anything at all.



The purpose of reflective writing is to help us learn from a particular practical experience. It will help us establish connections between what we are taught in theory and what we need to do in practice. Think also to learn something new.

We are able to acquire new insights, acquire new understandings, challenge hypotheses - ours and others and build meanings and knowledge that will guide us in our future practice.

Reflective practice allows us to recognize our strengths and weaknesses and to use them to guide lifelong learning. By reflecting we can develop skills in self-directed learning, to improve motivation or even the quality of care we are able to provide.

5. Analysis of Reflection

Service-oriented employees must regularly decide how best to handle a customer's complaint or an unusual request. Companies have general guidelines for such eventualities, but many situations still require a personalized response. Well-trained and motivated employees will tend to respond favorably to both the customer and the company's reputation. So good employee management is in everyone's interest.

So to remember for every type of manager:

Customer + excellent customer service = a happy customer

A happy customer = repeat the activity

Repeat business = many sales

Many sales = many profits

A lot of profit = big bonuses and more opportunities!

6. Conclusion

We do not learn from
experience... we learn
from reflecting on
experience.

- John Dewey

Reflection is a fundamental part of learning. When you remove the survival stakes, reflection is not always immediate or embedded in a task. Rather, it requires dedicated time and effort to explore past actions, extract key insights and prompt behavior change.

7. References

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Peer Evaluation Role Play Feedback Form

Name of Presenter

TODIRASCU IRINUCA

Date

12.08.2019

Activity:

costumes at water screen.

	Poor	OK	Good	Excellent
Introduction (Explanation)			✓	
Presentation (practical demonstration)				✓
Conclusion (how well can you carry out the activity?)		✓		

Any other comments

Well presentation and she speak very good.

Signed:



Date:

12.08.2019

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Peer Evaluation Role Play Feedback Form

Name of Presenter

Date 12.08.2019

TOBIRASCU IRINUCA

Activity:

CUSTOMER AT THE WHETER SPOON

	Poor	OK	Good	Excellent
Introduction (Explanation)				✓
Presentation (practical demonstration)			✓	
Conclusion (how well can you carry out the activity?)		✓		

Any other comments

I like her presentation, she was direct but she need to be more confident and she have to control her emotions.

Signed: Diana Padure

Date: 12.08.2019

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Peer Evaluation Role Play Feedback Form

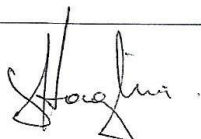
Name of Presenter TODIRASEU IRINLEA Date 12.08.2019Activity: CONSUMER
WATER SPOON

	Poor	OK	Good	Excellent
Introduction (Explanation)			✓	
Presentation (practical demonstration)		✓		
Conclusion (how well can you carry out the activity?)		✓		

Any other comments

TOO DIRECT AND ANGRY FOR A FORM OF
HOPING TO RESOLVE THE ISSUE. NOT
OFFERING THE MEANS AND CHANCE FOR
THE MANAGER TO RESOLVE THE PROBLEM.

Signed:



Date:

12-08-2019