Taking the HEAT

Learning Objectives

- Recognize the **business impact** of retaining customers.
- Identify the differences between the two types of customers and explain the importance of **encouraging walkers to talk** about their dissatisfaction.
- Apply a set of skills (HEAT) that will enable you to identify and respond to dissatisfied customers.
- Use a set of best practices for taking the HEAT to turn difficult customer situations into positive interactions.

Course Description

Even the best proactive customer service skills won't produce satisfied customers every time. This course equips learners with an important skill set that is essential to providing high-quality service to internal or external customers. These essential skills will help service providers turn dissatisfied, upset customers into satisfied, loyal ones.

Resources (for learners):

- Taking the HEAT Job Aid
- You Can Take the HEAT Worksheet
- Best Practices for Taking the HEAT
- Can You Take the HEAT? Self-Assessment
- Tips for Keeping Cool
- Impact of a Customer Chart
- Sample Impact of a Customer Chart
- Development Activities for Taking the HEAT

Resources (for managers of learners):

- Leader Support
- Tips for Giving Feedback