



Handling a Difficult Customer

Course Syllabus

Course Overview

Description

Managing dissatisfied or angry customers is never comfortable. Heated exchanges can escalate quickly. This course gives frontline employees strategies for recognizing a difficult customer and regulating their initial emotional response. The end goal: increase trust and earn customer loyalty.

Duration: Approximately 25 min

Objectives

After you complete this course, you will be able to:

- Explain the importance of engaging with a difficult customer
- Describe traits exhibited by a difficult customer
- Practice the AIM model to manage a difficult customer

Required Materials

The course contains all required materials. No additional materials are necessary.

Course Outline

Introduction

- Scenario practice
- Course overview
- Course objectives

Module 1: The Importance of Engaging with a Difficult Customer

- When Customers are Unhappy
- Benefits of Dealing with Unhappy Customers

Module 2: Traits Exhibited by a Difficult Customer

- Five Common Traits
- Scenario practice
- Seek to understand difficult traits



Module 3: The AIM Model

- AIM to please
- Scenario practice
- Check your understanding
- Keep your customers
- Summary & Review

Course Administration

Earning Your Certificate

The course provides you with multiple attempts to pass the final assessment. You must receive a score of 70% or better to receive your Certificate of Completion. If you do not pass the assessment, it is recommended that you review the course and accompanying materials before you retake the assessment.

Completion Deadline

You have 12 months from the subscription date to complete the course. You may complete the course at any time during this period.

Policies

All learners must be honest and forthright in their professional development activities. Learners are expected to complete their own coursework.

Course Evaluation

After you have earned your certificate, you will have an opportunity to provide feedback that assists the design and development team with course improvement.

Course Contributions

AllRegs® by Ellie Mae courses are developed through the combined efforts of industry experts, instructional designers, and course developers.

Technical Requirements and Support

You must have an Internet connection and an Internet browser that supports the course files. Refer to the [Ellie Mae Academy FAQs](#) to ensure your browser supports our courseware, and to address any additional questions you may have.



Course Help

For additional assistance, email learning@elliemae.com. Please provide the following details:

- Course title
- Related screen number(s)
- Browser and version
- Your contact information