



The Medical Model

from A.C.E. Learning and Performance Solutions

How often do we get angry with customers because of their behavior? Service providers sometimes lose sight of the fact that customers are in “*emotional pain*” when they are complaining to us about the product or service we provide.

How would you treat someone who is wounded, bleeding, and in pain? Would you get angry with them and want to heap verbal abuse on them? Would you put more pressure on the pain or would you try to relieve the pain? Think of your own experiences when you are the frustrated or angry customer. What was your pain?

At times, customer behavior might be annoying; however, if we apply the medical model, we understand that customers are “wounded” and they want us to treat the wound and get rid of the pain. Instead of getting upset with the customer, we can ask ourselves what customer need is not being met and how we can help them get relief for the pain they are experiencing.



Our goal is to diffuse the situation and rebuild the trust and confidence in us that may have been lost as a result of a negative experience.



This strategy applies to internal customers as well.

Here are some Service Provider statements which are not customer-focused, followed by a response that would create an A.C.E. for the customer.

1. Customer: (Hysterical) “My power is off and I’m worried about my two babies.”
Service Provider: “We’re doing the best we can to restore your power.”
Customer-focused response: “Of course you are worried about your babies. I assure you that we are doing everything we possibly can to restore your power.”
2. Customer: (Yelling) “I haven’t had Internet access all afternoon. How am I supposed to run my business this way?”
Service Provider: What is your account number?
Customer-focused response: “It’s very frustrating when that happens. I’ve put you on a priority list and a technician will be there”
3. Customer: “I am sick and tired of all the #*** #***. You people are a bunch of #**#****.”
Service Provider: “Calm down, Mr. Jones.”
Customer-focused response: “I can understand that this has been very frustrating for you. I apologize that the service has not been what you expected. If you’ll be patient with me for a moment, I assure you that I will get the matter taken care of properly this time.”

***Remember that our goal is to create A.C.E.s—Astounding Customer Experiences!
How many A.C.E.s will you create today?***