

## 6 TIPS FOR SPEAKING UP IN CUSTOMER-SERVICE INTERACTIONS

1. **Talk face-to-face.** Speak in person and privately.
2. **Assume the best.** It's possible they're unaware of what they're doing. Begin as a curious friend.
3. **Talk tentatively.** Describe the problem with, "I'm not sure you intended this . . ."
4. **Start with facts.** Conclusions are possibly wrong and also create defensiveness. Share the facts first.
5. **Ask for others' views.** Ask if they saw the issue differently.
6. **Use equal treatment.** Everyone deserves to be treated with respect, regardless of title or position.

## LEARN NEW SKILLS.

To learn how Crucial Conversations Training can help you navigate high-stakes situations, visit [www.vitalSMARTS.com](http://www.vitalSMARTS.com) or call 1.800.449.5989.

## ABOUT THE RESEARCH.

The Study collected responses via an online survey of 991 individuals in October 2015. Margin of error is approximately 3%.

VitalSmarts research uncovered a crisis of silence in customer service. Specifically, each employee who witnesses bad customer service and fails to speak up costs the company an average of \$54,511 per year.

What's worse, only 7% of employees can be counted on to speak up when witnessing an incident of poor customer service—despite the fact that 66% say they are capable of helping solve the customer's problem.

The study also found:

- A typical employee witnesses **19** poor customer-service incidents per year.
- Those incidents result in a **17%** drop in revenue annually per customer.
- **75%** of business-to-consumer (B2C) customers said poor service negatively affects the business they do with that company by **50%** or more—vs. **42%** of business-to-business (B2B) customers.

The good news is that organizations can recoup these costs by creating a culture where employees feel empowered to speak up and confront incidents of poor service.

**About VitalSmarts**— Named one of the Top 20 Leadership Training Companies, VitalSmarts, a TwentyEighty, Inc. company, is home to the award-winning Crucial Conversations, Crucial Accountability, Influencer, and Change Anything Training and *New York Times* bestselling books of the same titles. When used in combination, these courses enable organizations to achieve new levels of performance by changing employee behavior. VitalSmarts has consulted with more than 300 of the Fortune 500 companies and trained more than 1.5 million people worldwide.

[www.vitalSMARTS.com](http://www.vitalSMARTS.com)

## KEY RESULTS

Each employees who witnesses bad customer service and fails to speak up costs the company an average of

**\$54,511** per year.

Only **7%** of employees can be counted on to speak up when witnessing an incident of poor customer service.