

5 tips for getting customers on your side



Build connection

Pay attention to them. Look at them. Make eye-contact. Initiate a conversation and if they talk, listen actively.



Manage your emotions

Be conscious of your reactions to their emotions. Manage your response focusing on your words, tone and body language.



See it from their side

Demonstrate that you can see their perspective and appreciate their view of the situation. Use words such “I understand why...”.



Be aware of your biases

We view the world through the lens of our values and experiences, which may be different to our customers. Be aware of how your biases may shape your response and adapt to achieve the best outcome.



Be yourself

Most importantly be yourself - be genuine, authentic, spontaneous, and not too highly scripted. Authenticity is the biggest predictor of customer satisfaction.

You can make a difference to a customer interaction. **But remember,** it is not all on you. You have the right to be treated fairly by your customer. Don't hesitate to reach out for help if you need it.

**Respect
& Resilience**

Understanding, preventing, containing, and coping with customer misbehaviour.

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The reference to customer can also apply to guest, visitor, stakeholder, client or any similar term that describes a person you are serving.