

**1) DESCRIPTION OF THE TOOL**

This technique of recovery after failures in the service comes from another very important company in customer service: Disney. When a customer arrives with a complaint, Disney employees follow the process "Heard," "Empathize," "Apologize," "Resolve," and "Diagnose."

- **Heard.** Give the client the freedom to share his complete story without interruptions. Let the customer get it all off their chest. They're stressed and upset. Listen to them carefully and you'll draw out the root of their problem.
- **Empathize.** This creates an emotional connection and trust, and shows the intrinsic willingness to offer support. Show that you understand how they feel. Describe how you know what it's like to experience what they're going through. For stronger impact - briefly touch on an experience you had similar to theirs. This creates a stronger emotional and mental connection.
- **Apologize.** This may be more important than the solution itself, and it is the extension of empathy. Apologizing means that you care and that you assume ownership of the problem in question. Be honest and own up. It may not have even been entirely your fault, but sincere apologies have a way of diffusing tense situations
- **Resolve.** Disney defends speed in solving the problem, and supports this through the empowerment and in-depth training of its employees. Disney personnel who have direct contact with clients rarely have to "ask the boss" to solve a problem, making their machinery much more efficient. Get the problem solved, ASAP. Whatever problem your customer has, remove that hurdle, or point of frustration. Don't be afraid to ask: "What can we do to make this right for you?"
- **Diagnose.** The last step is to analyse what led to the failure of the service. Employees are told to "seek perfection and conform to excellence," leaving any sense of guilt behind and solving imperfections in the process. Why did the mistake occur in the first place? Remove blame from the equation and adapt so you don't repeat the same mistake.

**2) OBJECTIVES OF THE TOOL**

Excellence in service to your client does not mean you never make mistakes. This is impossible in reality; Failures are part of human actions and businesses, being a typical human activity. The most frustrating thing for The client will not be the fault committed, but the inability to correct it. Customers know that everyone is prone to make mistakes, but they expect you to correct mistakes in a creative and effective way.

You will learn a customer recovery technique after service failures

### 3) CONNECTION OF THE TOOL WITH THE SKILL

This technique is linked to the ability of service orientation, since this technique teaches us how to act with the client when mistakes have been made in the service. How to retain customers.

### 4) RESOURCE MATERIALS

No necessary in this tool.

### 5) HOW TO APPLY THE SKILL

(Please, make a description and mention how to apply this skill: Step 1, Step 2, Step 3, etc.)

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### 6) WHAT TO LEARN

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