

# Three-Step Process for a Positive Customer Experience



# Objectives

- Follow the three-step process to show intentional empathy to a customer during a conversation.
- Understand how to walk a customer through the steps to check the battery life on their phone and provide possible resolutions to improve battery life.



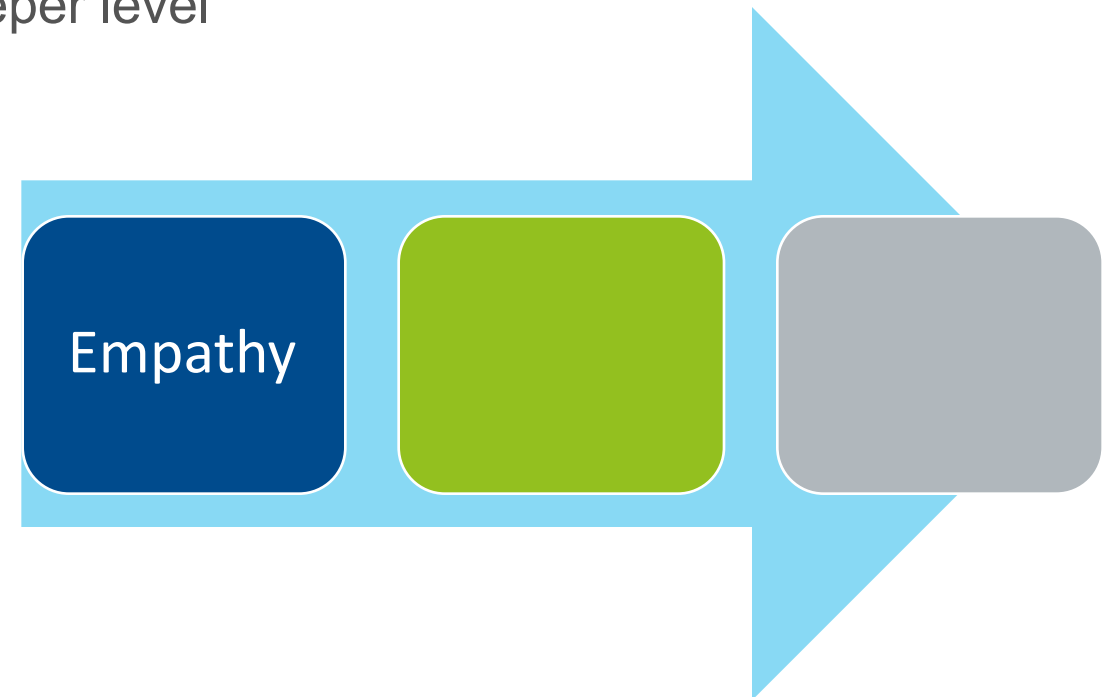
Empathy

Assurance

Resolution

# What is Empathy?

- Empathy shows you understand the concerns beneath a person's feelings/emotions.
- Empathy requires that you put aside your own emotions to hear the customer's feelings.
- Empathy connects you to the customer at a deeper level
- Empathy diffuses emotion.



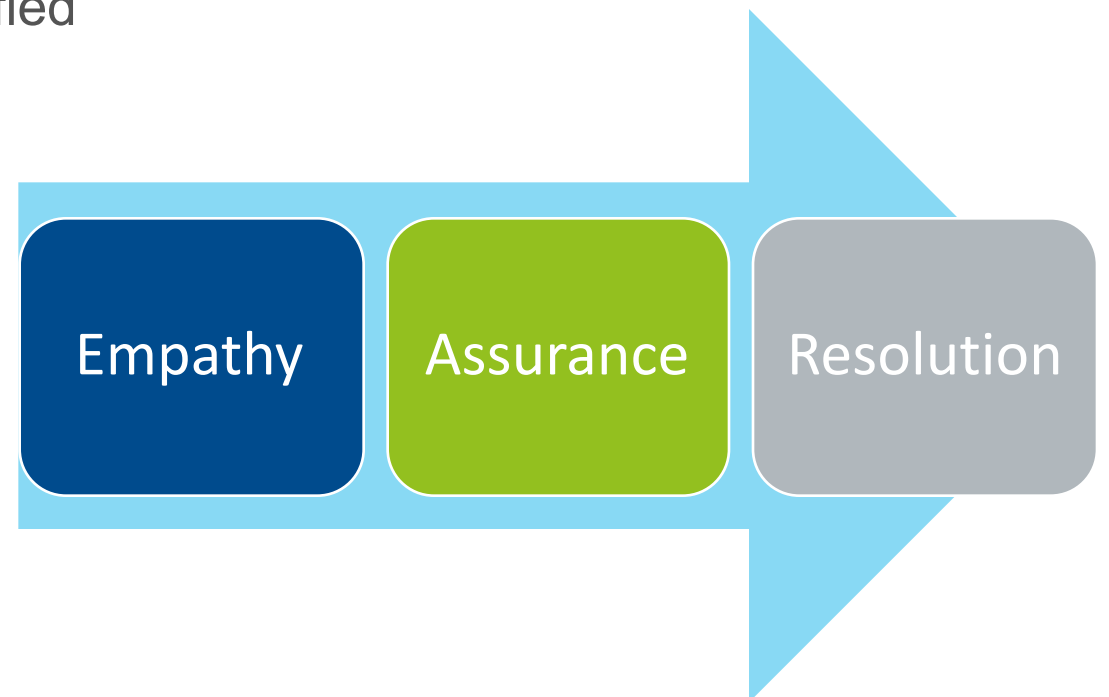
# Assurance

- Tells the customer you will do whatever you can to fix the issue for them.
- Reassures the customer that you know what to do for them.
- Helps the customer feel your commitment to them, and that they are important.



# Resolution

- Varies based on what you find after you investigate/listen to the customer's issue
- Genuine solution to the issue
- Provides a fix that helps the customer feel satisfied





Meet Marcy

Thank you for calling Asurion, this is Cody, how can I assist you today?

My name is Marcy. My phone battery is causing my phone to work slowly and Apple won't replace my battery. This is totally ridiculous and unfair that they won't replace my battery and I need it replaced!!!



**We need to talk.  
This is serious.**



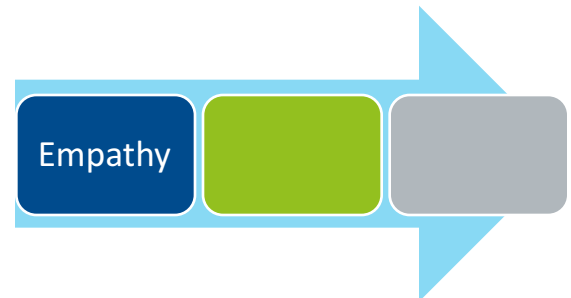


# Initial Response

- Acknowledge the request or problem
- Assure the customer you will help resolve the problem
- Acknowledge the customer's reason for calling before asking for account information

# Empathy Phrases

- Oh, my!
- I understand...
- I can relate...
- I sense...
- I hear you are concerned...
- I know it's a challenge to...
- I can see what you mean...
- I can understand why you're upset.
- It does seem overwhelming...
- I hear how worried and upset you are that...
- I would be \_\_\_\_\_ also. (frustrated, angry, sad, etc.)
- That has got to be tough...



Thank you for calling Asurion, this is Cody, how can I assist you today?

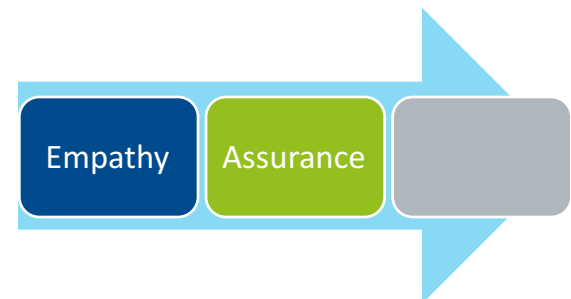
My name is Marcy. My phone battery is causing my phone to work slowly and Apple won't replace my battery. This is totally ridiculous and unfair that they won't replace my battery and I need it replaced!!!

I can see how it would be frustrating to not feel like you can rely on your phone's battery.



# Phrases of Assurance

- I can help you...
- I will look into this...
- Let's look at what we can do to assist you with this.
- I will take care of the changes immediately for you.
- I can walk you through some steps to fix the problem.
- Let me see what happened and determine what we can do about this.
- I can help you find a way to prevent it from happening again.



Thank you for calling Asurion, this is Cody, how can I assist you today?

My name is Marcy. My phone battery is causing my phone to work slowly and Apple won't replace my battery. This is totally ridiculous and unfair that they won't replace my battery and I need it replaced!!!

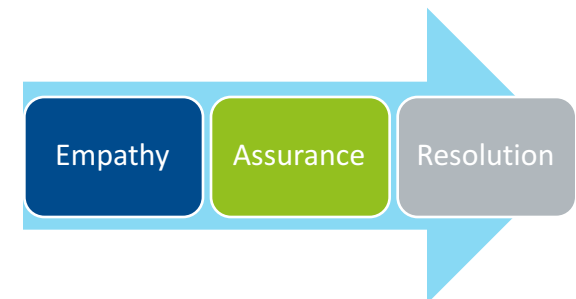
I can see how it would be frustrating to not feel like you can rely on your phone's battery.

I can walk you through some steps to see if we can make the most out of your battery life and help it to last longer.



# Resolution

- Avoid extreme temperatures, especially higher than 95° F (35° C)
- Remove your case when charging if you notice it getting hot
- Adjust screen brightness and use Wi-Fi
- Enable Low Power Mode
- View Battery Usage Information and make adjustments with this information.



I can walk you through some steps to see if we can make the most out of your battery life and help it to last longer.

Ok. We can give that a try.

Great. First, let's look through your battery usage and see if there are any applications or activities that are really draining your battery. We'll take a look at the battery usage information on your phone. With iOS, you can easily manage your device's battery life, because you can see the proportion of your battery used by each app (unless the device is charging). To view your usage, go to Settings > Battery.



# View Battery Usage Information

- Background Activity
  - Turn off background app refresh
  - Change email setting to manually fetch or have a longer fetch time
- Location and Background Location
  - View apps that have location services enabled
  - Turn off location services
- Home and Lock Screen
  - Reduce how often the screen wakes by disabling unnecessary notifications





Do you see any applications that are using a lot of your battery life?

The first one in the list is my email, it's using 22% and says "Background Activity" below it.

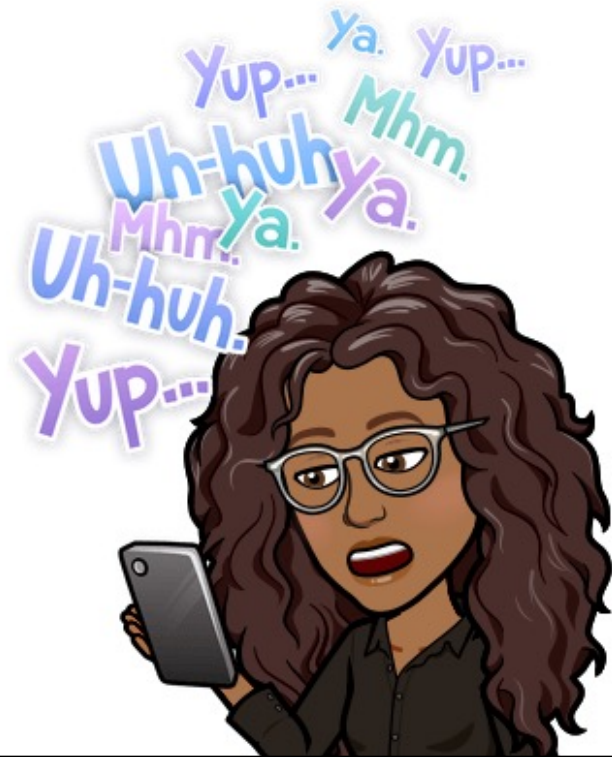
Ok, we can adjust your email settings so that your email isn't being fetched as often.



Now I can share some general tips for things you can do to help with the overall battery life:

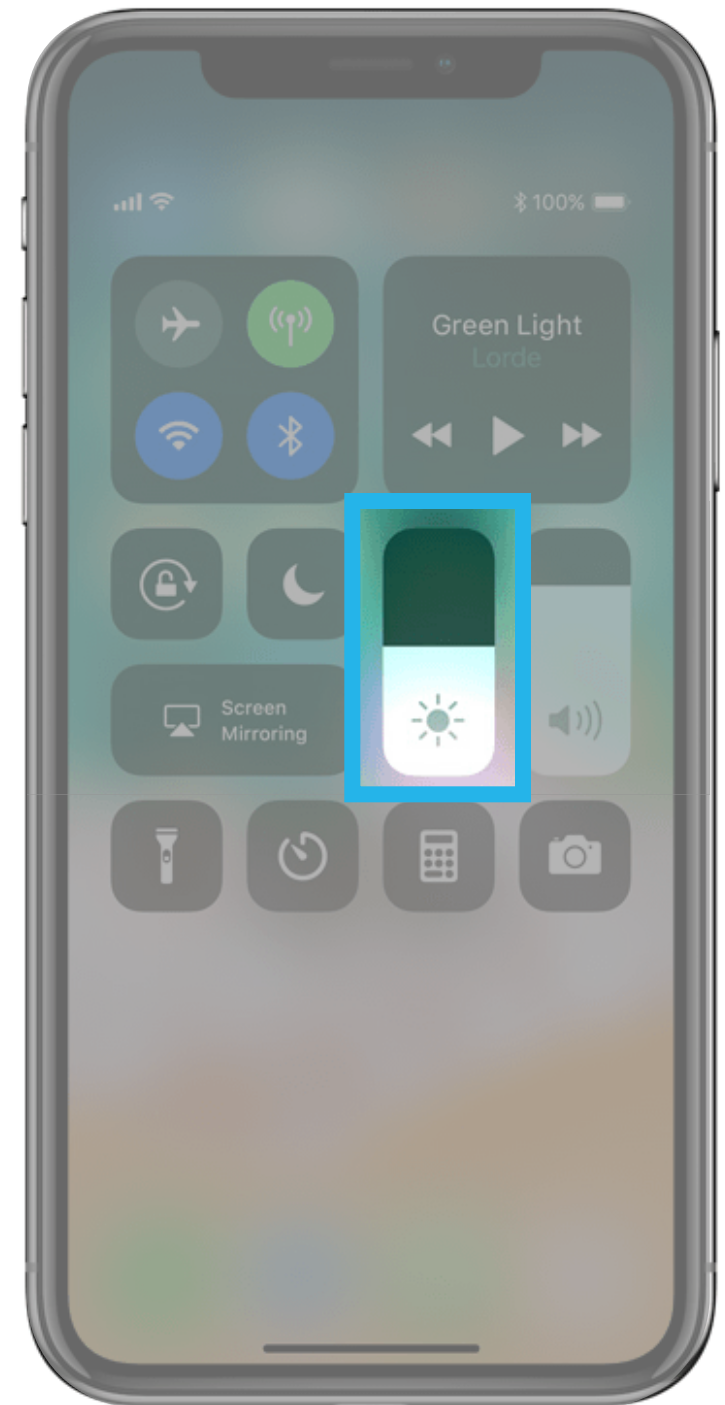
1. Avoid extreme temperatures, especially higher than 95° F (35° C)
2. Remove your case when charging if you notice it getting hot

Ok.



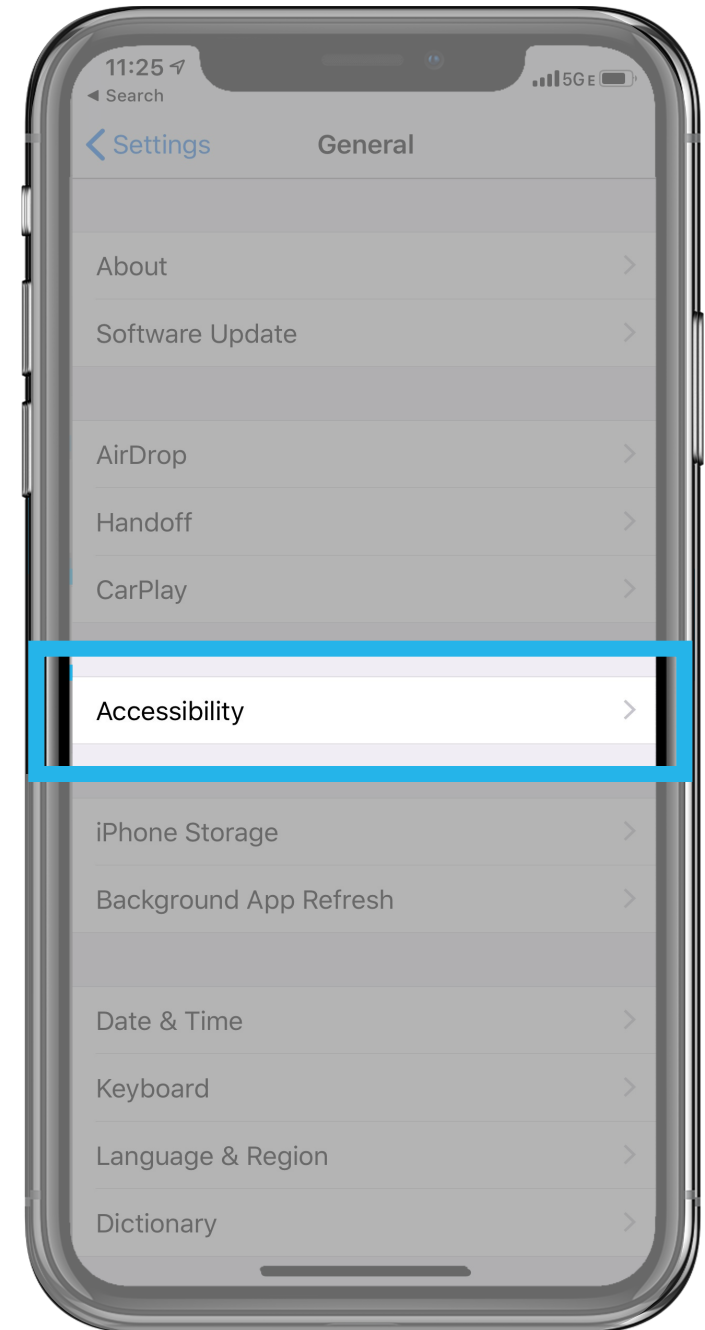
# Optimize Settings

- Dim the screen:
  - Open Control Center
  - Drag the Brightness slider to the bottom.



# Optimize Settings

- Dim the screen:
  - Open Control Center
  - Drag the Brightness slider to the bottom.
- Set the Auto-Brightness:
  - Settings
  - General
  - Accessibility
  - Display Accommodations
  - Set Auto-Brightness to On.



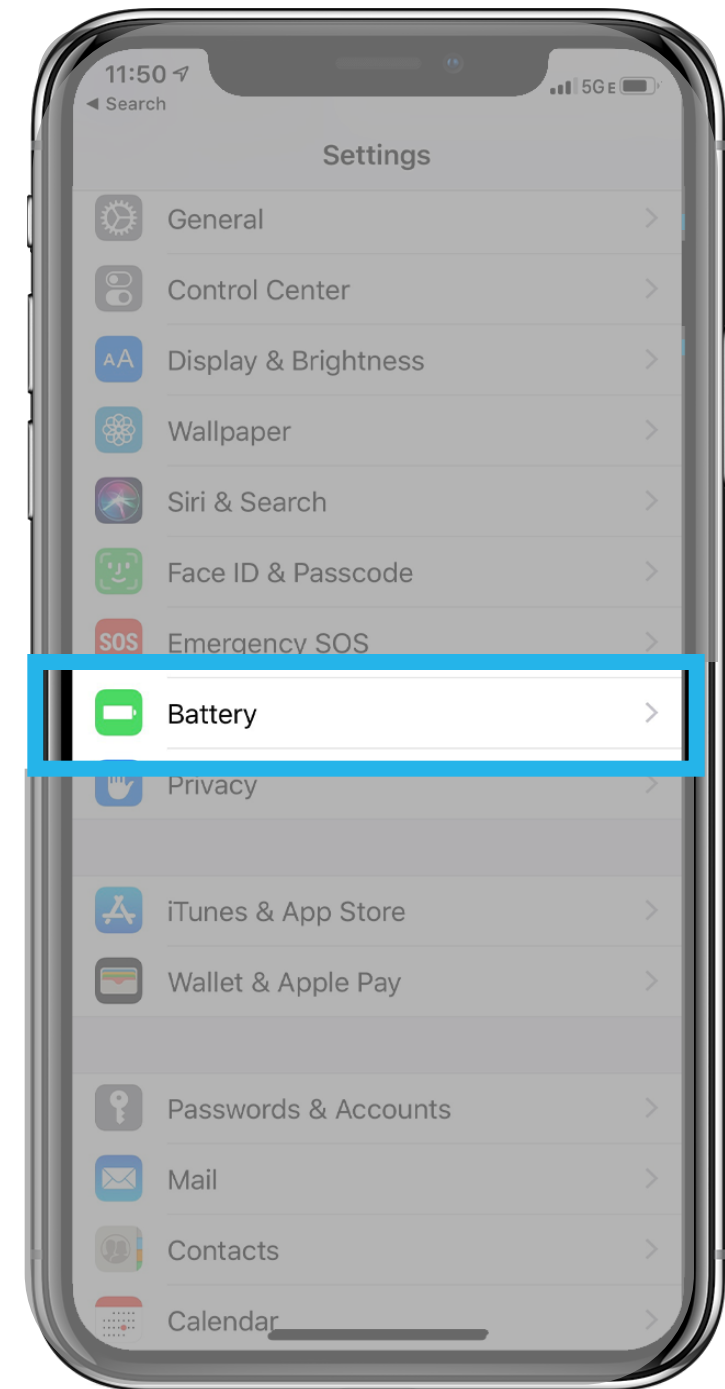
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- Dim the screen:
  - Open Control Center
  - Drag the Brightness slider to the bottom.
- Set the Auto-Brightness:
  - Settings
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  - Accessibility
  - Display Accommodations
  - Set Auto-Brightness to On.
- Wi-Fi uses less power, so keep Wi-Fi on at all times.
  - Open Control Center
  - Tap the Wi-Fi button (it should be blue to indicate it's on)



# Enable Low Power Mode

- Must have iOS 9 or later
- Enable through Settings
  - Battery
  - Toggle on Low Power Mode

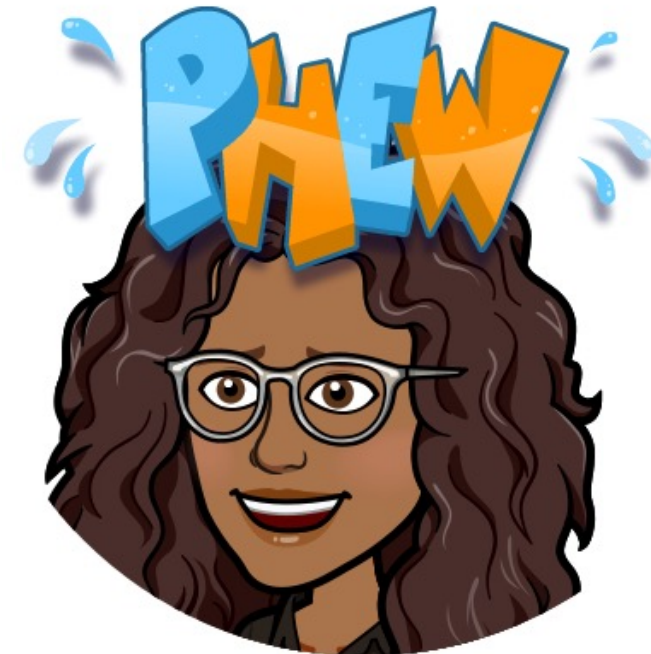


Marcy, do you feel like you have some ways to help make your phone perform better?

Yeah, I didn't realize there were things I could do to adjust my settings. I'd still really like a replacement battery, but I guess this will help in the meantime.

I understand why you would want that, but hopefully these suggestions will help you feel like there is something to help you with the concern you're having?

Yeah, I think so.



Great. It has been a pleasure assisting you today,  
is there anything else I can assist you with?

No

Okay, have a great day!

Bye!



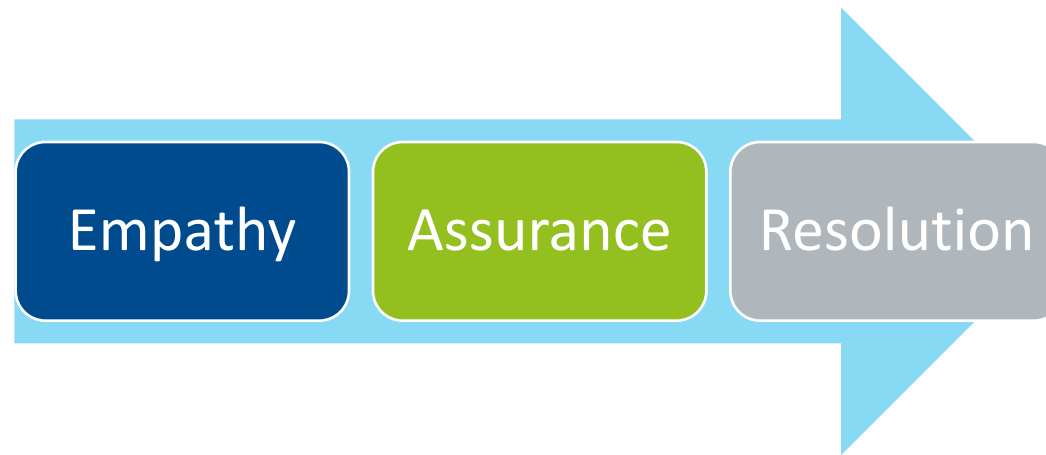


# Summary



# Key Points

- Focus on the emotion underneath the words.
- Use empathetic phrases so the customer knows you hear them and how they feel.
- Follow the three-step model to help address customer issues/concerns



- There are many different ways to help resolve a customer's issue with the battery life of their iPhone.