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REAL ESTATE BROKERAGE

Best ways to handle stressed-to-the-max clients

(BROKERAGE NEWS) Moving can make even your calmest clients nightmare wackadood



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By **Dawn Brotherton**



Customer service is the name of the game



Three researchers have published an interesting study on how customer service can be improved by recognizing a customer's stress level before a connection with your business is made.



For example, a customer can often be anxious over using a particular service, i.e., a financial advisor or a lawyer in connection with a divorce. By learning more about how your client feels when they call your business, you can better manage the customer experience. This can give your business a more effective customer base of referrals and repeat business.

Read also: [Can you affect how a personal tragedy and grief impacts your professional](#)

Tips for professionals

The researchers identified the following steps to manage stressed-out customers:

1. Find out how your customers are feeling when they need your service.

One reason so many breast cancer facilities are free-standing, away from the main hospital complex, is because women voiced their ideas to the healthcare team designing the facility. Women wanted coordinated care under one roof, but felt like the hospital was not a comfortable environment. Use your empathy to walk in your customer's shoes to change the experience.

2. Hire not only for skill, but attitude and personality.

Employees who love their job can't be trained. The passion and enthusiasm, even for a stressful career like a cancer nurse or funeral director, cannot be taught. Look to bring on team members who have empathy for your customers and understand that business is all about customer service. It's far easier to teach someone the skills needed for a job than it is for them to be motivated to work.

3. Study your approach to the customer's journey.

How does your business interact with the client? From the first link online or phone call to the payment options, what is the customer's experience? Address the high-stress interactions by providing information about your services. For example, when calling to view a listing, what can your customer expect?

4. Give the customer more control over the service.

Dealing with a mechanic who tells you that your engine is shot is highly stressful. Instead, learn to be more specific and talk to the customer in a language that can be understood by someone without technical knowledge. Make sure your customer has one point-of-contact throughout their experience. Have a plan B in place for when that individual is sick or on vacation. Empower your customers through today's technology, maybe an app that tracks service. There's no excuse today for poor customer service and information.

Delve deeper

I would highly recommend that every real estate professional read the research from Business Review. Leonard L. Berry, Scott W. Davis, and Jody Wilmet packed so much information into their report that there's no way I could cover it all here.



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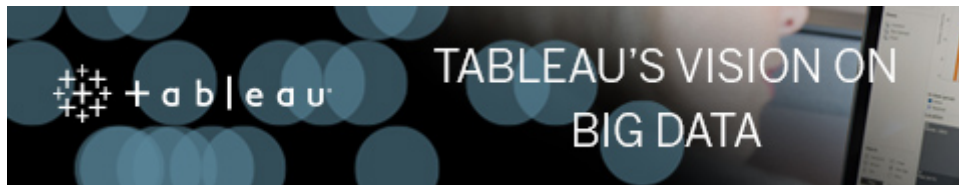


Why real estate brokerages are not startups

**Dawn Brotherton**

Dawn Brotherton is a staff writer at The Real Daily, and has an MFA in Creative Writing from the University of Oklahoma. Before earning her degree, she spent over 20 years homeschooling her two daughters, who are changing the world. She lives in Oklahoma and loves to golf. She hopes to publish a novel in the future.

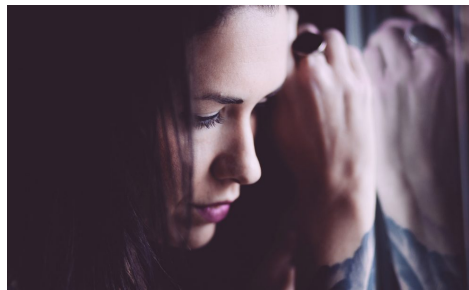
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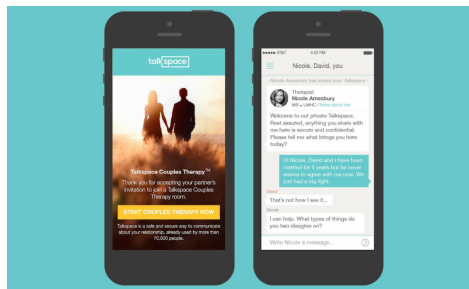
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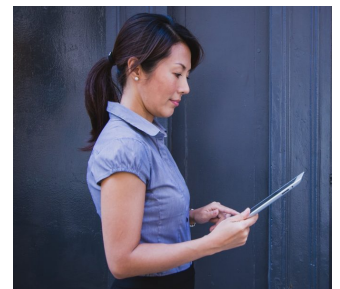
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