

# cto

corporate training options

## About Us

Our mission at CTO is empowering people through learning that drives lasting growth and organisational success.

With that focus, we provide high-quality, practical training designed to help individuals and organisations build skills, improve performance and adapt to an ever changing business environment.

With experienced trainers and flexible delivery options, CTO provides engaging, results-focused learning designed to strengthen capability and support long-term business success.

***“Hope is NOT a  
Development Plan.”***

## Calming Upset Customers

### Other Customer Service Courses

- Customer Service Excellence
- Beyond Customer Service - Effective Programs to Retain Your Customers
- Telephone Courtesy & Customer Service Skills
- Call Centre Success - Essential Skills
- Handling Difficult People and Situations
- Customer Satisfaction
- Customer Service in the Information Age
- Professional Telephone Skills

Skills that Win -  
Build Teams that Win

## Contact Us

*We would love to collaborate with you*



[training@cto.com.au](mailto:training@cto.com.au)



1300 667 660



[www.cto.com.au](http://www.cto.com.au)

*Our trainers are located all across  
Australia.*

# cto

corporate training options

## Customer Service: Calming Upset Customers

### The Challenge

Upset customers can escalate quickly, damaging your brand reputation and team morale. Without the right skills, frontline staff struggle to de-escalate tense situations, often making things worse. The ability to turn angry customer into a satisfied one is critical—yet most employees receive little training on how to do it effectively.

Educate, Elevate and Empower

## What you will Learn

- ✓ Recognize the warning signs of customer escalation before situations spiral
- ✓ Use proven de-escalation techniques to calm angry or frustrated customers
- ✓ Respond to complaints with empathy while maintaining professionalism
- ✓ Master the language and tone that diffuses tension rather than intensifies it
- ✓ Handle verbal aggression and unreasonable demands confidently
- ✓ Turn negative experiences into opportunities to rebuild customer trust
- ✓ Maintain composure and emotional control in high-pressure interactions

## Who should Attend

This course is essential for anyone who interacts with customers in challenging situations, particularly when emotions run high. Ideal participants include:

- Customer service representatives and call centre agents.
- Retail and hospitality frontline staff.
- Complaints handlers and customer relations teams.
- Receptionists and service desk personnel.

## Course Delivery

- Online via Microsoft Teams
- Onsite at your Workplace
- Hybrid (combination of both)

## Duration

- Full Day Course

## Group Sizes

Our prices are based on group sizes and not per person (the more the merrier)

- 1 - 3 trainees
- 4 - 15 trainees
- 16 - 20 trainees

## Pre Requisites

None - Open to all.

# Course Modules

## Module 1. Understanding why customers Escalate

- Why customers become upset- the emotional triggers most frontline staff misread
- The difference between a customer who is frustrated and one who feels genuinely unheard
- How unmet expectations, not just problems are the root cause of most escalations
- What an upset customer actually needs from you before any solution is offered

## Module 2. Reading the Warning signs - Spotting escalation before it Spirals

- The early verbal and behavioural signals that a customer is heading toward escalation
- Understanding the escalation curve and where you still have time to intervene
- Common staff responses that unintentionally accelerate tension rather than reduce it
- Why catching escalation early is always easier than recovering from it late

## Module 3. The Foundation of De-escalation - Empathy without losing Professionalism

- Why empathy is not agreement and why that distinction changes everything
- Acknowledging a customer's frustration in a way that feels genuine rather than scripted
- The language of validation - what to say and how to say it when emotions are running high
- Staying professional and compassionate at the same time and why both are non-negotiable

## Module 4. The Words that calm and the Words that Inflame

- Phrases that de-escalate tension and the common ones that make everything worse
- Why tone and delivery carry more weight than the actual words being used
- Replacing dismissive, defensive & bureaucratic language with confident & respectful alternatives
- Building a personal toolkit of go-to language for the most common difficult interactions

## Module 5. Proven De-escalation techniques that actually work

- The LEAP method - applied in real interactions
- Slowing the conversation down when everything in the moment is pushing you to speed up
- Using silence, pacing and tone as active de-escalation tools
- Redirecting from emotion to resolution without dismissing how the customer feels

## Module 6. Handling Verbal aggression and Unreasonable demands with Confidence

- The difference between a customer who is upset and one who is being abusive
- Setting firm and respectful limits without escalating the situation further
- Responding to unreasonable demands without caving, arguing or shutting down
- Knowing when to involve a colleague or manager and how to do it without losing face

## Module 7. Turning the Complaint into an opportunity to rebuild trust

- Why a well-handled complaint creates more loyalty than an interaction that never went wrong
- The recovery framework - what customers need to feel before they can accept a solution
- Going beyond fixing the problem to restoring the relationship and the customer's confidence
- What to say at the close of a difficult interaction that leaves the customer feeling respected

## Module 8. Protecting yourself - Staying composed and resilient under pressure

- Understanding the emotional toll of difficult customer interactions on frontline staff
- Practical techniques for staying calm and grounded when interactions become intense
- Resetting between difficult interactions
- Building long-term emotional resilience so high-pressure situations become manageable.

Educate, Elevate and Empower -