



1. **De-Personalize:**

Remember your **customer service stance** and practice it.

2. **De-Escalate:**

When confronted with an angry customer, de-escalate with your attitude.

3. **De-fuse:**

Prepare to solve the problem: apologize, and then find out what the customer wants.

4. **Delight:**

Solve the problem, or stay in contact until you can hand off to the right solver. Make a note in your store journal about how things went.

5. **Connect:**

Build a relationship that lasts, and make an ally. Use your store journal to remember details about all your customers!