



# LENSA

## A Customer Service Approach for Difficult Interactions

*LENSA is a five-step Customer Service approach model recommended for use when dealing with challenging situations or irate customers. While we may have little or no control over a particular situation, or what others will do, we can control how we respond to situations.*

Step	Approach	What to Do/Say
<b>LISTEN</b>	<ul style="list-style-type: none"> <li>Let the person vent their anger and state the problem.</li> <li>Don't disagree or argue.</li> <li>Don't tell them there is nothing you can do.</li> <li>Don't tell them they are wrong.</li> <li>Do ask questions in an interested tone.</li> </ul>	<ul style="list-style-type: none"> <li>"Let's recap."</li> <li>"Let me see if I understand."</li> <li>"What I'm hearing is..."</li> <li>"As you see it, ..."</li> <li>"Correct me if I'm wrong..."</li> </ul>
<b>EMPATHY</b>	<ul style="list-style-type: none"> <li>Show concern.</li> <li>Approve the emotion.</li> </ul>	<ul style="list-style-type: none"> <li>"You feel... because...."</li> <li>"You believe..."</li> </ul>
<b>NON-VERBAL</b>	<ul style="list-style-type: none"> <li>Establish eye contact.</li> <li>Avoid distracting gestures.</li> <li>Appear to be interested and concerned.</li> <li>Maintain your physical composure.</li> <li>Smile when appropriate.</li> <li>Respond to the other's non-verbal's.</li> </ul>	<ul style="list-style-type: none"> <li>Nod your head to show understanding</li> <li>Smile when appropriate</li> <li>Maintain eye contact</li> <li>Maintain physical composure</li> </ul>
<b>SOLUTION</b>	<ul style="list-style-type: none"> <li>Provide solutions after listening and showing empathy.</li> <li>Suggest alternatives.</li> <li>Be generous with information.</li> </ul>	<ul style="list-style-type: none"> <li>"Here's what I can do..."</li> <li>"Let me assist you by..."</li> <li>"You have some different options..."</li> </ul>
<b>ACTION</b>	<ul style="list-style-type: none"> <li>There are times when we need to take action to resolve a problem.</li> <li>Agree on a solution; tell them what you CAN do.</li> <li>Do it.</li> <li>Follow up where appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>"What I will do is..."</li> <li>"I will get back to you by (date) and (time) regarding..."</li> <li>"My name is... and my phone # is... I will call to verify you received..."</li> </ul>