

# DEFUSE YOUR ANGRY CUSTOMERS - ACTIVE LEARNING THROUGH ROLE PLAY SESSIONS

*“Turn Conflict into Connection — Master the Art of Handling Difficult Customers through Real-Life Role Play.”*

## Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

## Introduction

In today’s competitive business world, customer satisfaction is not optional—it’s essential. How a company handles angry or dissatisfied customers directly impacts its reputation, loyalty, and profitability.

The course “Defuse Your Angry Customers – Active Learning Through Role Play Sessions” is designed to equip participants with the emotional intelligence, communication skills, and confidence to manage challenging customer interactions professionally. Through interactive role-play scenarios, participants will learn how to stay calm under pressure, listen actively, empathize with customer concerns, and turn negative experiences into positive outcomes.

This course moves beyond theory, immersing learners in practical, real-world simulations that reflect actual customer service challenges—empowering them to transform conflict into opportunity.

## Objectives

By the end of this course, participants will be able to:

- Understand the psychology behind customer anger and frustration.
- Apply effective de-escalation techniques in difficult situations.
- Demonstrate empathy and active listening skills to calm upset customers.
- Use assertive yet respectful communication to handle objections and complaints.
- Manage personal emotions and stress during heated interactions.
- Transform complaints into opportunities for customer retention and trust.
- Practice conflict-resolution strategies through realistic role plays.
- Develop a confident and customer-focused service mindset.

## Why Attend

This course is essential for professionals who directly engage with customers and face emotionally charged situations. Handling angry customers effectively not only prevents escalation but can also turn dissatisfaction into loyalty. Through engaging, hands-on exercises, participants will gain the confidence and communication mastery needed to maintain professionalism, protect brand reputation, and strengthen customer relationships even in the toughest circumstances.

## Target Audience

This course is ideal for:

- Customer Service Representatives
- Call Center and Helpdesk Agents
- Sales and Frontline Staff
- Client Relationship Managers
- Supervisors and Team Leaders
- Public Relations and Support Personnel
- Anyone involved in direct customer interaction

## Individual Benefits

- Gain confidence in handling angry or upset customers calmly.
- Improve emotional intelligence and self-control under pressure.
- Enhance empathy, listening, and communication skills.
- Learn proven techniques to resolve conflict effectively.
- Strengthen professional image and customer rapport.
- Increase personal satisfaction by turning negatives into positives.

## Organizational Benefits

- Improved customer satisfaction and loyalty.
- Reduction in escalated complaints and customer churn.
- Enhanced brand image and reputation management.
- Empowered, emotionally intelligent front-line staff.
- Stronger teamwork and consistent service culture.
- Increased retention through improved customer experiences.

## Instructional Methodology

The training uses an interactive, experiential learning approach combining:

- Role Play Sessions based on real customer scenarios.
- Video Simulations and behavior modeling.
- Group Discussions and guided feedback.
- Instructor-Led Demonstrations of de-escalation techniques.
- Case Studies from multiple industries.
- Coaching and Reflection Exercises for personal improvement.

Participants are fully engaged through practice, reflection, and feedback, ensuring long-term skill retention and behavioral change.

## Course Outline

- Module 1: Understanding Customer Emotions and Triggers
- Module 2: The Psychology of Anger – Why Customers React the Way They Do
- Module 3: Active Listening and Empathetic Communication
- Module 4: Verbal and Non-Verbal De-escalation Techniques
- Module 5: Staying Calm and Professional Under Pressure
- Module 6: Turning Complaints into Opportunities
- Module 7: Role Play Session I – Handling the Irate Caller
- Module 8: Role Play Session II – Managing Face-to-Face Confrontations
- Module 9: Role Play Session III – Responding to Escalations and Threats
- Module 10: Action Plan – Building a Customer-Centric Mindset

## Certification

Upon successful completion, participants will receive a Certificate of Achievement in “Defuse Your Angry Customers – Active Learning Through Role Play Sessions.” This certificate validates their ability to professionally handle difficult customer situations, apply emotional intelligence, and maintain service excellence in challenging environments.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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