

# Techniques For Defusing and Calming Down Angry Customers

## What Is "The Use Of We" In Angry Customer Interactions?

### Tactic 18: Use of We with frustrated customers

You want to give the impression that you are working WITH the client, not against her. You may find that replacing the words "you" and "I" with WE can give the impression you are on the same side as the client. It suggests cooperation.

Be careful not to overuse "We" in a conversation. Pick your spots so the use of We makes sense.

For example, it is nonsensical to say to someone "**Well, Sir, we need to fill out our forms before they can be processed.**" This sounds patronizing, and sounds like you are speaking to a child. Not good.

However, if a customer calls, or comes in complaining that you have incorrect information about her, it may be appropriate to say:

- "I guess we'd better take a look at that". "
- "Let's see what we can do about that".

### We = "Same Side"

Something you want to do is give the impression that you are working with the client, not against them. You may find that replacing the words 'you' and 'I' with WE can give the impression you are on the same side as the client. It suggests cooperation.

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