



Everything Is Urgent

Handling Upset Customers

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Evolution of the Support Role

Old School



New School



Everything is Urgent

What is the worst client call you have had?

- Examples from the audience
- Panel contributions

Real life meets theory – how would you have handled it?

Key Skills

Active Listening – Make people feel heard

Empathy – Try to understand their view (not necessarily agree)

Mirroring – Repeating keywords, Slower pace & pitch with a calm steady inquisitive tone

Language – User confident positive language

Build Rapport – identify what they are looking for to build trust

Depersonalize – Make them part of a group

Solutions & Control – Clear immediate steps

The "Feel, Felt, Found" Technique

- **Feel:** Demonstrate empathy, and active listening
"I understand you feel anxious about (use their words) e.g. waiting until tomorrow."
- **Felt:** Social Proof - they are not alone, less personal
"Many of our customers have felt that same urgency when they see a rodent."
- **Found:** Move the group to success
"But what they have found is that by waiting for our Senior Technician who specializes in exclusion, we solve the problem permanently rather than just putting a band-aid on it today."

The HEARD Method

- **Hear:** Let the customer vent without interrupting. (The "adrenaline dump").
- **Empathize:** Validate the emotion, not just the problem. "I can hear how stressful this is for you."
- **Apologize:** "I am sorry you are dealing with this." (It doesn't have to be an admission of guilt, but an acknowledgment of their pain).
- **Resolve:** "Here is what we can do..."
- **Diagnose:** Figure out why it happened (internal process fix).

The "Because" Anchor

The Trick: Using the word "because" triggers a compliance response in the brain.

Phrasing: Instead of "I can't schedule you until Tuesday," say "We are going to schedule you for Tuesday morning because that allows us to send a technician with the specific equipment needed for this type of nest."

Key takeaways

Don't over promise

Make use of escalations, multiple scenarios

Know your area

Documentation, documentation, documentation

Follow up with written communication

Smile on the phone - customers can hear it (have a mirror)

Questions?

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