

— Module 2 – Echostarr Customer Service Training

HEARD Framework in Action

A Structured Approach to Customer Service Excellence

CO1 Demonstrate interpersonal communication strategies for displaying empathy and active listening with customers.

CO2 Demonstrate conflict resolution techniques to resolve customer concerns.



Learners will click through this slide deck, read through the strategies, and complete the knowledge checks throughout. They have the option to apply one of the scenarios and role-play their responses. Prior knowledge of these communication strategies will be introduced in Module 1.

Choose Your Scenario

Select the situation that best reflects your current challenge

THREE TRAINING SCENARIOS – PICK ONE TO FOLLOW for Role-Play Opportunities Throughout the Training



VOICE CHANNEL **Angry Customer Call**

A customer is upset about a billing error on their account.

→ **START**



DIGITAL CHANNEL **Live Chat Complaint**

A customer reports an unresolved technical issue after 3 prior contacts.

→ **START**



WRITTEN CHANNEL **Email Escalation**

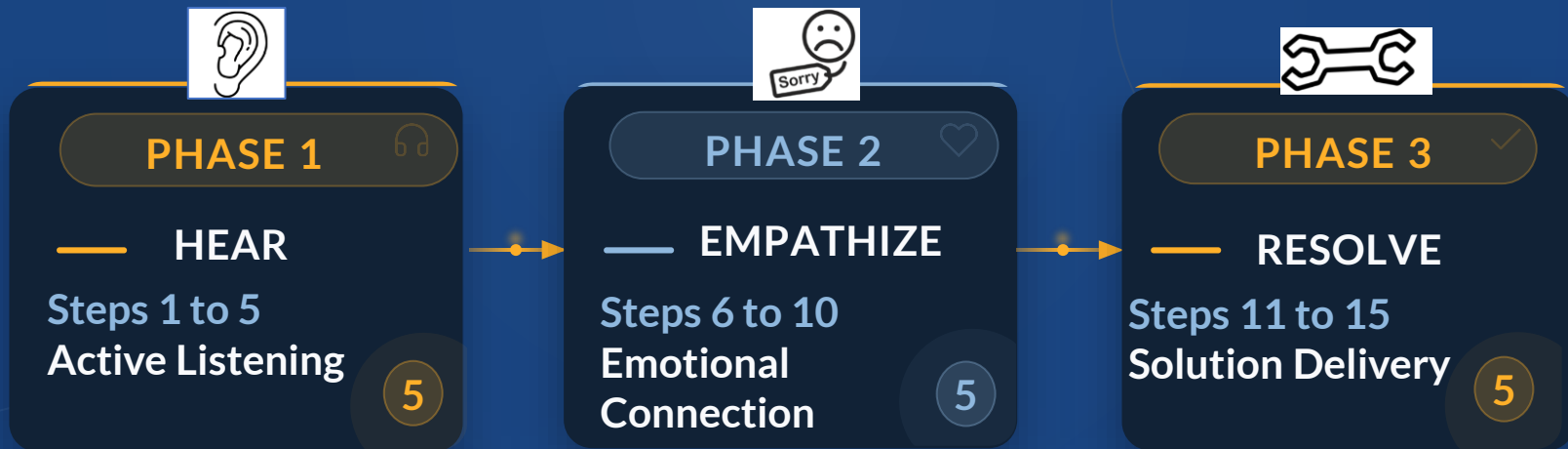
A customer threatens to cancel after a delayed shipment.

→ **START**



The HEARD Framework

— 15 Steps Across 3 Core Phases



— Each phase builds on the last. —

1 Greet and Open the Space

First, use a warm, professional greeting and set a calm tone.

2 Listen Without Interruption

Allow the customer to fully express their concern before speaking.

3 Take Structured Notes

Document key facts: name, issue type, prior contacts, emotion level.

4 Clarify With Open Questions

Ask open-ended questions to deepen understanding; avoid yes/no questions.

5 Summarize and Confirm

Restate what you heard and ask: *"Is that correct?"*

**ROLE-PLAY OPPORTUNITY**

Practice **repeating** your selected scenario's opening statement using Step 1.

**COACHING INSIGHT**

Step 5 — the summary — prevents misunderstandings and signals to the customer that you were genuinely paying attention.



HEAR

2

EMPATHIZE

3

RESOLVE

• KNOWLEDGE CHECK – PHASE 1 •



A customer begins explaining their issue but keeps repeating themselves. Using the HEAR phase steps, what should the agent do **FIRST**?

① *Think before you answer – refer to Steps 1 to 5.*

A OPTION A

Offer an immediate solution to stop the repetition.

✓ CORRECT ANSWER

B OPTION B

Continue listening, then summarize what you have heard to show understanding.

Step 2 • Listen

Step 5 • Summarize

C OPTION C

Apologize and transfer the call to a senior agent.



STEP 6

Validate the Emotion

"I completely understand why that would be frustrating." — Acknowledge the feeling before anything else.

STEP 8

Use Empathetic Language

Mirror the customer's own vocabulary. Avoid minimizing phrases like *"that's our policy"* or *"there's nothing I can do."*

STEP 10

Set Clear Expectations

Outline exactly what will happen next and by when.

6

7

8

9

10

STEP 7

Deliver a Sincere Apology

Own the *impact*, not just the incident.
"I am truly sorry you experienced this".

STEP 9

Acknowledge Prior Contacts

"I can see you've already reached out twice — that is not okay." Show you have reviewed the full history.



🔍 KNOWLEDGE CHECK – PHASE 2

Spot the Difference — Which Response Demonstrates Empathy?

✗ RESPONSE A ✗ INCORRECT APPROACH

AGENT SAYS —

"I understand your frustration. Our policy states refunds are only processed after 10 business days. There is nothing I can do to speed this up."

WHAT'S MISSING

- ✗ Leads with policy, not the person
- ✗ No genuine emotional acknowledgement
- ✗ No commitment to action

VS

✓ RESPONSE B ✓ EMPATHY MODEL

AGENT SAYS —

"I can hear how stressful this has been, especially after waiting this long. I am truly sorry we put you in this position. Let me personally look into what we can do to move this forward for you."

HEARD STEPS DEMONSTRATED

✓ Step 6 · Validate Emotion

✓ Step 7 · Sincere Apology

✓ Step 9 · Acknowledge Duration

✓ Step 10 · Commit to Action

🕒 What specific HEARD steps does Response B use? Identify at least three.

11 Diagnose the Root Cause

Go beyond symptoms. Ask when the issue first occurred and what changed.

**12 Identify Solution Options**

Where possible, offer two options so the customer can choose.

**13 Implement with the Customer**

Walk the customer through the resolution in real time.
Minimize hold time.

**14 Confirm Resolution and Satisfaction**

Ask: *"Has that resolved the issue for you today?"* — never end without verbal confirmation.

**15 Document and Follow Up**

Log all notes, set follow-up tasks if promised, and flag repeat issues for escalation review.

FRAMEWORK
PROGRESS

● HEAR —

● EMPATHIZE —

● RESOLVE —

**15
Steps**

A resolved issue plus a positive experience equals a loyal customer.

• KNOWLEDGE CHECK — PHASE 3 •



An agent resolves a billing error but **forgets to document the case notes**.
The customer calls back two days later with the same issue.

Which steps were missed — and what is the cost?

A

OPTION A

- ✗ Only Step 15 was missed — documentation is an admin task with no impact on the customer.

B

OPTION B

- Steps 14 and 15 were both missed — no confirmation and no follow-up created a repeat contact and eroded trust.

✓ CORRECT

Step 14 Skipped

Step 15 Skipped

C

OPTION C

- ✗ The agent should have transferred after Step 13 to ensure proper documentation.



! *Consider: what is the cost to the customer? To the business? To the agent?*

⚡ 48-HOUR CHALLENGE

Apply What You Have Learned

Your 48-Hour Challenge — Put the HEARD Framework into practice



STEP 01 Pick a Real Scenario

Choose one upcoming or recent customer interaction from your own queue.



STEP 02 Map the 15 Steps

After the interaction, write down which of the 15 SOP steps you completed and which you missed.



STEP 03 Peer Debrief

Share your interaction with a colleague.
Discuss what Phase 2 could have looked like.



STEP 04 Submit Your Reflection

Write 3 to 5 sentences on what you will do differently in your next customer interaction.

 **Bring your reflection to the next team huddle for group discussion.**

