EFFECTIVE COMMUNICATION

STUDENT NAME

COURSE NAME & NUMBER

INSTRUCTORS NAME

DATE SUBMITTED

**Effective communication**

In banks, there are some angry customers, and the employees are responsible for dealing with them in a calm and relaxed manner. The employees should have the understanding that the customers are not acquainted with the rules and regulations of the bank. The customers may have some doubts about penalties and deduction due to a lack of understanding of the bank's rules and regulation. Asrmanagers, we must be good listeners, engage our hearts and mind, and we should not be defense (Rhett Power, 2019). Effective communication is necessary when engaging with customers to avoid disagreements and chaos or losing them.

As a manager, it is our responsibility to ensure the employees patiently reply and not shout back to customers. Therefore, we should talk with the customer to understand their issues. Besides, we ask the employee not to shout to the customer.

After that, we must give the customer a proper explanation of the deductions and penalties in their bank accounts and the reason it was done. We provide the customers with the lists containing the reasons for the penalties. This helps them understand the mistake they made.

In case the customer is not satisfied or if the customer persists to be right, believe him, and he will later cool down and get the point of deductions and penalties. I can suggest that the customer to appeal to wavering the penalty by giving valid reasons, and we can take the issue to the top executive to make their decision.

In conclusion, it is our responsibility to advise the customers not to repeat the faults for them not to get account deductions and penalties. Besides, we should neither defend the employee nor the customer.

**Reference**

Power, R.(2019) 5 Tips to Effectively Deal with demanding customers. https://www.inc.com/rhett-power/5-tips-to-effectively-deal-with-difficult-customers.html

1-Boovie, C.L.,& Thrill, J.V. (2018). Business communication today(14ed.)