This workbook belongs to: [firstname, lastname]

Staffnumber: [number]

# 📕 Module 4 Workbook – Proactive Support and Conflict De-escalation

This workbook is designed to help you practice calming down tense situations and proactively guiding customers to clarity and resolution.

## Section 1: Warm-Up – Reflection

1. What’s the most intense or angry customer message you’ve ever dealt with?

2. How did you respond in that situation?

3. What would you do differently now that you’ve studied conflict de-escalation techniques?

## Section 2: Rewrite for Calm and Clarity

Rewrite the following tense or robotic replies to sound calm, proactive, and empathetic.

1. 'We are still waiting on the courier. There’s nothing else we can do.'

Your rewrite:

2. 'You’ll have to wait. It’s out of our hands now.'

Your rewrite:

3. 'Please be patient. We already told you this will take a few more days.'

Your rewrite:

## Section 3: Scenario Practice – Conflict Response

Scenario:  
A customer writes: 'This is unacceptable. I paid extra for fast shipping and the item is still late. Why bother offering it if you can’t deliver?'

Write a calm and proactive response using acknowledgment, positive framing, and a next step.

Your response:

## Section 4: Framing Alternatives Positively

Reframe the following denials or policy limits into supportive and solution-focused messages.

1. 'We cannot cancel the order at this stage.'

Your rewrite:

2. 'No refunds are possible after 30 days.'

Your rewrite:

3. 'This item is non-returnable.'

Your rewrite:

## Section 5: Knowledge Check – Multiple Choice

1. What is proactive support?

a) Waiting for the customer to ask questions.

b) Sending newsletters.

c) Anticipating needs and answering before the customer asks.

d) Following the template strictly.

Your answer: \_\_\_\_\_\_\_\_\_\_

2. What is the benefit of offering options?

a) It makes the message longer.

b) It ends the conversation faster.

c) It gives the customer a sense of control.

d) It makes you seem indecisive.

Your answer: \_\_\_\_\_\_\_\_\_\_

3. What tone should you use in a conflict?

a) Defensive and quick.

b) Cold and brief.

c) Calm, steady, and firm.

d) Casual and humorous.

Your answer: \_\_\_\_\_\_\_\_\_\_

4. Which is an effective closing?

a) Let us know if you need help.

b) Thanks.

c) Would you like me to check on this again tomorrow?

d) Bye.

Your answer: \_\_\_\_\_\_\_\_\_\_

## Section 6: Open-Ended Rewrite

Write a proactive message to a customer whose package is late but still in transit.

Your proactive message: