



*Use tough situations to earn your customers' trust*

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# USING PERSONALITY INSIGHTS TO HANDLE UPSET CUSTOMERS

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# Breaking the Cycle of Frustration

# BREAKING THE CYCLE OF FRUSTRATION

At some point, no matter how great your product is, you will have a frustrated customer. Every business that has ever existed has needed to deal with these situations—people who have paid you, but now feel like they have been let down in some way. In severe cases, they may even think they have been misled, tricked, or betrayed by your company. Even when you are completely innocent, these are not easy conversations to have. Upset customers have both rational and emotional needs that you need to address if you hope to retain them and rebuild trust.



When we communicate with others, we often do so in a way we would appreciate, if we were in the other person's shoes. Or, when working in Human Resources or customer service positions, in a way that our organization dictates. But by using widespread assumptions and treating every customer the same, we fail to consider an important detail: everyone is different. We all have different ways of interpreting and reacting to problems, understanding our environments, and communicating with others.

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*By neglecting the nuances of how the individual customer wants to communicate, especially when they are already frustrated, the problem can get worse.*

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But, when the time is taken to adapt to the customer's unique communication style, it becomes much easier to get to the heart of the issue and resolve it effectively. To begin to understand how to adjust communication based on a customer's natural way of communicating, we first need to understand the role personality plays in it all.



*Section 1*

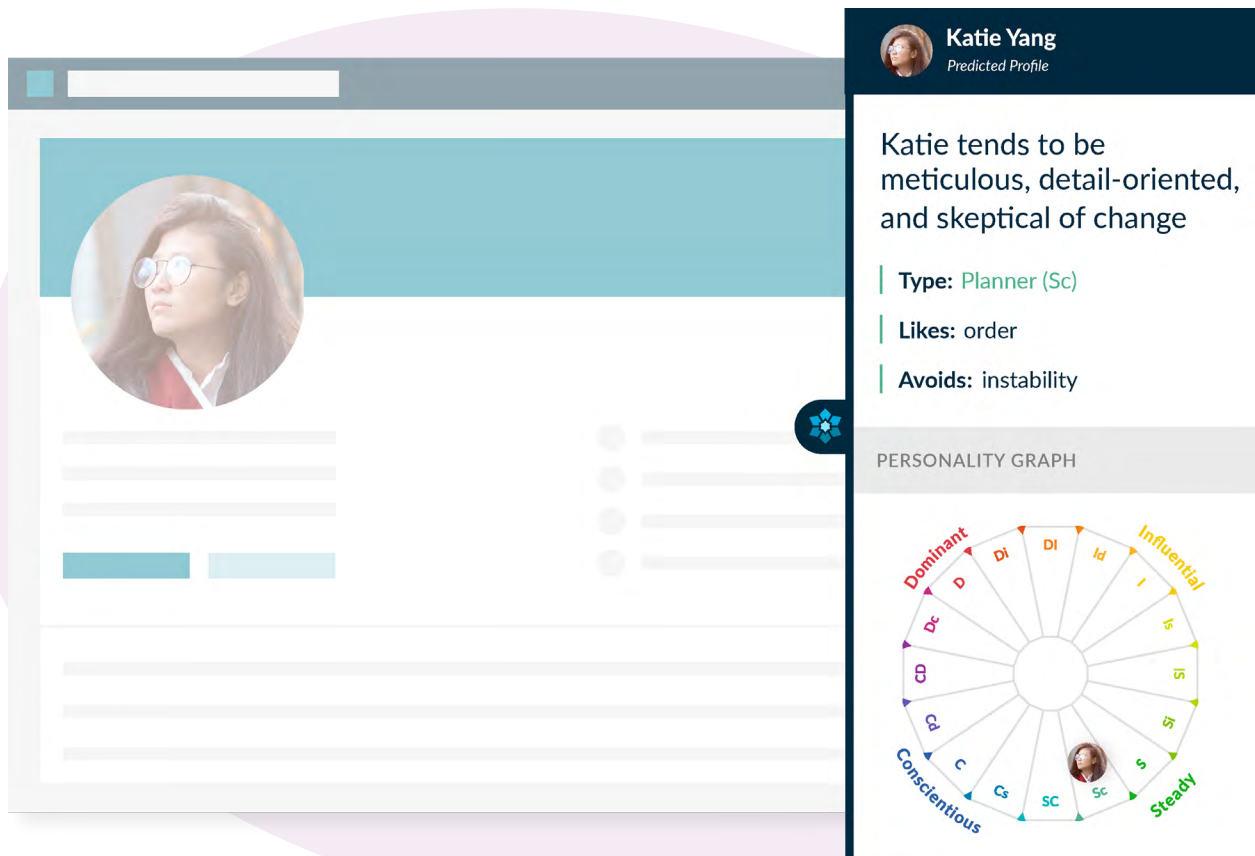
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# Understanding Personality

# UNDERSTANDING PERSONALITY

Historically, the only way you would be able to fully understand someone's personality is to know them really well, which takes lots of time and emotional intelligence, or to have them take a personality test. Unfortunately, you likely can't ask your customers to take a personality test, even if the information would enable you to provide a better experience for them.

Thankfully, there is a new technology that unlocks another way to learn about someone's personality without an assessment - Personality AI. We wrote about this in detail in another ebook titled, very cleverly, *Personality AI* (which you can download free on Crystal's website). This new technology analyzes publicly available information on websites like LinkedIn to predict someone's personality, using artificial intelligence and machine learning. We built our product, Crystal, to harness Personality AI and enable anyone to identify personalities online to improve their communication and build stronger relationships, all based on the core principle of empathy.



The image shows a simulated social media profile for Katie Yang. The profile includes a circular profile picture of a woman with glasses and a red top. To the right of the profile is a dark blue header with the name 'Katie Yang' and 'Predicted Profile' below it. Below the header is a white box containing a summary of her personality: 'Katie tends to be meticulous, detail-oriented, and skeptical of change'. This is followed by three lines of information: 'Type: Planner (Sc)', 'Likes: order', and 'Avoids: instability'. Below this is a 'PERSONALITY GRAPH' which is a circular diagram with 16 segments. The segments are labeled with letters: D, Di, Id, I, Is, S, Sc, Cs, C, Cd, Cb, Dc, Dd, Id, I, Is, S, Sc, Cs, C, Cd, Cb, Dc. The segments are color-coded: D (red), Di (orange), Id (yellow), I (green), Is (light green), S (teal), Sc (blue), Cs (purple), C (dark purple), Cd (dark blue), Cb (blue), Dc (teal), Dd (orange), Id (yellow), I (green), Is (light green), S (teal), Sc (blue), Cs (purple), C (dark purple), Cd (dark blue), Cb (blue), Dc (teal). A small circular icon with a blue flower-like symbol is positioned between the profile picture and the personality graph.

**Katie Yang**  
Predicted Profile

Katie tends to be meticulous, detail-oriented, and skeptical of change

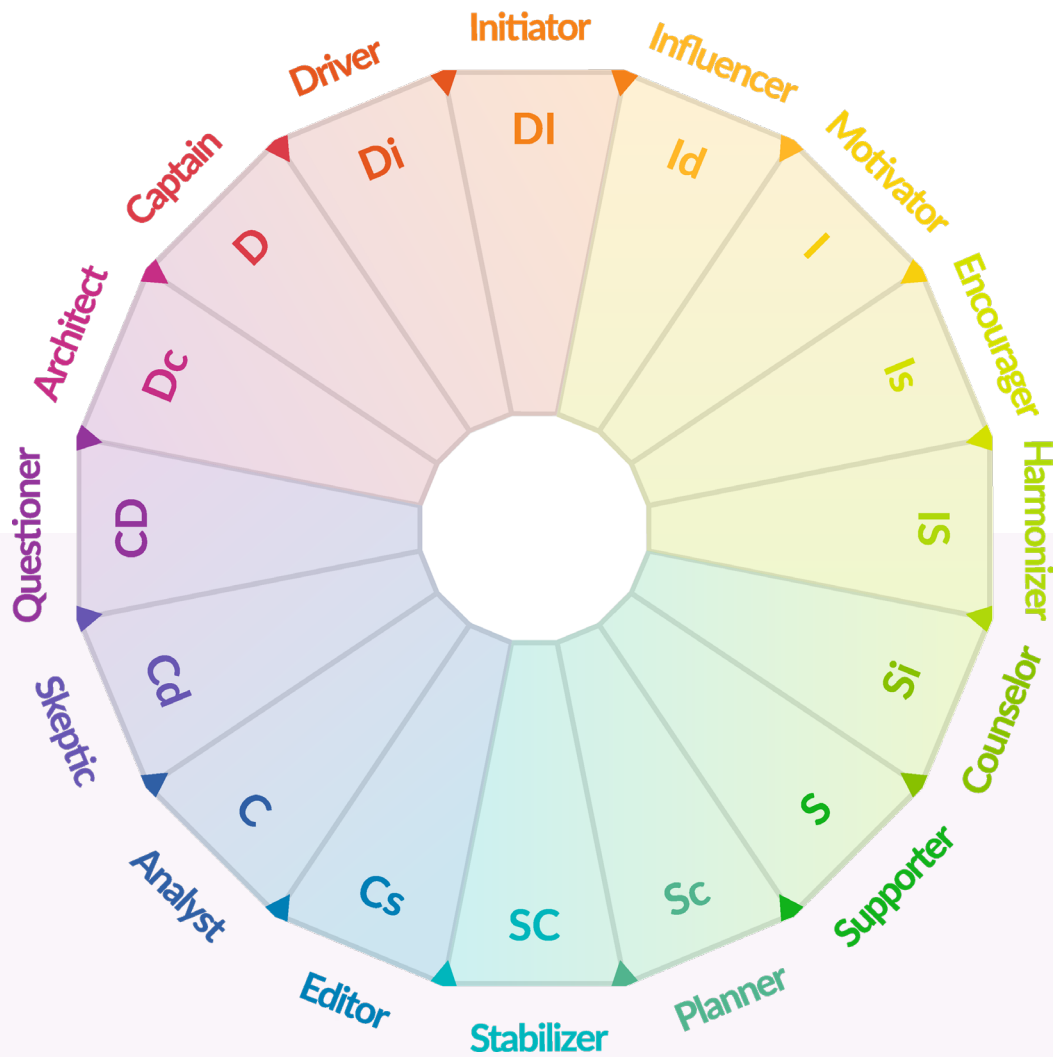
- Type: Planner (Sc)
- Likes: order
- Avoids: instability

PERSONALITY GRAPH

Dominant: D, Di, Id, I, Is, S, Sc, Cs, C, Cd, Cb, Dc, Dd, Id, I, Is, S, Sc, Cs, C, Cd, Cb, Dc

Without getting too technical, when Crystal's AI predicts personality, it uses a framework called DISC to classify personalities into a few categories that we refer to as D (dominance), I (influence), S (steadiness), and C (conscientiousness). Each of us has a primary DISC type in one of these categories and sometimes a secondary DISC type in another. To keep things simple, we separate these into easy-to-remember labels called Archetypes.

You can see them all on this graphic called the Personality Map:



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*Below is a breakdown of common personality traits within each of the categories in DISC.*

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### **D Personality Types:** *Captains, Drivers, Initiators, Architects*



- Motivated by control over the future and personal authority
- Tend to prefer instant, concrete results and having an advantage over competition
- Communicate clearly and succinctly

### **I Personality Types:** *Influencer, Motivator, Encourager, Harmonizer*



- Motivated by innovative, unique, creative ideas and excited by the future
- Tend to prefer building new relationships and experiences
- Communicate in a casual, expressive way

### **S Personality Types:** *Counselor, Supporter, Planner, Stabilizer*



- Motivated by peace, safety, and others' wellbeing
- Tend to prefer security, reliability and trust
- Communicate in a friendly and genuine way

### **C Personality Types:** *Editor, Analyst, Skeptic, Questioner*



- Motivated by logic, information, and problem solving
- Tend to prefer accurate information and quality solutions (quality over quantity)
- Communicate in a business-like, fact-based way

These differences are extremely important for your approach in every conversation with a customer. For example, someone who is a warm, people-oriented Supporter (S) is less likely to engage in a discussion about facts and data. They'd usually prefer to engage in more personal, get-to-know-you conversation. An Analyst (C), on the other hand, tends to enjoy learning more about specific, concrete information.

By identifying someone's personality type, we can learn how to best communicate with them, even when working through problems.





*Section 2*

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# Resolving Issues with Different Types

# D-TYPES



Direct, confident D-types can be very assertive when addressing issues they're experiencing. They share their thoughts openly and tend to expect others to do the same. When working through a problem with a D-type, focus on getting right to the point. Don't worry too much about remaining sensitive to their emotions; they'd rather you be upfront and clear about the issue at hand.

If you're trying to resolve an issue with a D-type customer, try using phrases like:

- Can you clearly lay out the problem?
- You'll need to try...
- Here's my suggestion...



### DO

### DON'T

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Assert your own authority, within reason.</li><li>• Be clear about the issue.</li><li>• Let them arrive at solutions on their own.</li></ul> | <ul style="list-style-type: none"><li>• Be passive about improving things.</li><li>• Restrict information.</li><li>• Control the conversation too much.</li></ul> |
|--|---|

# I-TYPES

Optimistic, light-hearted I-types prefer to work through problems in a calm, easy manner. This may cause them, at times, to conceal their true thoughts in order to move on from any negativity quickly. When addressing an issue with I-types, it's important to try to remain upbeat and positive; instead of being blunt or negative, try focusing on relating to them emotionally and asking them for ideas on improving the situation.



If you're resolving a problem with an I-type customer, try using phrases like:

- I'm sure we'll be able to figure this out...
- In an ideal world, what could we do to resolve this?
- It seems like you didn't like what I just said...



## DO

- Have a positive perspective.
- Use timely humor to diffuse tension.
- Pay attention to the emotion they display in their word choice or facial expressions.

## DON'T

- Neglect to consider how they may be feeling.
- Be overly critical of any mistakes on their part.
- Offer detailed, analytical explanations.



# S-TYPES



Conscientious, empathetic S-types may have more difficulty than others when addressing problems they're having. Because they are usually focused on maintaining positive relationships, they tend to worry about offending or upsetting the other person. However, because they tend to withhold certain frustrations, some S-types may come across as passive-aggressive when they're overwhelmed.

In order to effectively resolve problems with S-type customers, it's important that you focus on communicating in a gentle, reassuring way. Take the time to ask them questions to fully understand their perspective.

If you're resolving a problem with an S-type customer, try using phrases like:

- I think we can make this work...
- What's your view on this?
- I appreciate what you're doing...



## DO

- Use a diplomatic approach.
- Ask questions to understand their point-of-view.
- Demonstrate compassion for their viewpoint.

## DON'T

- Let underlying issues go unspoken.
- Cut the discussion short before you have fully resolved the problem.
- Assume the issue has been resolved if they do not push back.



# C-TYPES

Reserved, detailed C-types usually prefer to work through issues in a logical, step-by-step manner. They tend to keep emotions out of the conversation as much as possible and will likely want to have specific evidence to back up any claims that are made. It's important to focus on being level-headed and thorough with C-types, so avoid cracking too many jokes. Keep in mind that with C-types, a resolution is complete when the problem is fully solved, not just when progress is made.



If you're resolving issues with a C-type customer, try using phrases like:

- This is what the data shows from our side...
- Let's be logical about this...
- What, specifically, would resolve this for you?



## DO

- Use data and evidence to prove your points.
- Approach discussion logically.
- Go into detail about potential solutions.

## DON'T

- Speak with emotionally-charged language.
- Be overly critical of their methods.
- Question their input.



# A NEW WAY OF COMMUNICATING

Every customer is different, even when they're upset. Learning to work through issues with them in a way they appreciate can prevent drawn-out, mutually frustrating conversations. Problems will become more clear, customers will feel more at ease, and you'll save yourself from countless headaches, all by practicing personality-based communication.

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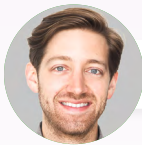
For more information about personality-based communication, check out our book, *Predicting Personality: Using AI to Understand People and Win More Business.*

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# Understand anyone's *communication style*

Thousands of professionals globally use Crystal to communicate more effectively, write more persuasively, and build trust faster with new people.



**MAKES QUICK DECISIONS**



**APPRECIATES DETAIL**



**TRY IT TODAY**

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**UPGRADE TO PREMIUM**