



Easing Accountholder Fears Job Aid

"Is our money safe to handle?" "Is the bank/credit union going to close?" "What will I do if...?"

These are all valid concerns, especially during these times of uncertainty. And we all, in some form or fashion, have similar concerns.

The good news is that we, as humans, are a resilient bunch. We've been through tough times before. We'll get through them again.

One way to ease fears is through the acronym LACE:

Listen – Actively listen to their concerns. Eye contact, body language, paraphrasing are all ways you can listen.

Acknowledge – Acknowledge their concern. Validate their point. "That's a valid point." "A lot of our accountholders are also concerned."

Clarify – What is their true concern? Is it fear of the unknown?

Educate – Let your accountholder know what your financial institution is doing for them. "We will open our drive-through or motor bank." "Your money is insured up to..." "We will be open from ____ to ____."



Here are some other phrases you can use to reassure your accountholders:

1. “Let me take care of that for you.”

Whew! Did you feel the weight lift off your shoulders? It will feel like that for them when you tell them you'll take care of everything.

Also say, “It'll be my pleasure to help you with that,” or “Let me take over and get this resolved quickly.”

2. “Here’s how to reach me.”

Make customers feel like they have an inside connection. Give them easy access to the help or advice they want.

Also say, “You can contact me directly at ...,” or “Let me give you my email address so you can reach out any time.”

3. “What can I do to help you?”

This is so much better than, “Next,” “Account number” or “What do you need?” It conveys that you're ready to help, not just respond.

Also say, “How can I help you?” or “Tell me what I can do for you.”

4. “I can solve this for you.”

Those few words can make them smile immediately after they've explained a problem or conveyed some confusion.

Also say, “Let's get this fixed right now,” or “I know what to do.”

5. “I may not know now, but I will find out.”

Most accountholders don't expect the person who takes their calls or emails to know the answer to everything right away. But they do hope that person will know where to look.

Assure them that they're right.

Also say, “I know who can answer this and I'll get her on the line with us now,” or “Mary has those numbers. I'm going to include her in our email.”

6. “I will keep you updated ...”

The most important part of this statement is the follow-through. Tell them when and how you'll keep them updated on something that's not resolved, then do it.

Also say, “I will email you status reports every morning this week until it's fixed,” or “Expect a call from me on Thursday with this week's progress.”

7. “Monday, it is.”

Give accountholders assurance they can depend on your timeliness. When they ask for a follow-up, answer, solution or delivery, assure them that their expectation is yours, too. Don't leave wiggle room with tentative language such as, “We'll shoot for Monday.”

Also say, “Monday means Monday,” or “It will be complete Monday.”

8. “I appreciate your business.”

A sincere thank you from one person to another in a business relationship is much better than the annual holiday card or marketing promotion that says, “We appreciate your business.” Also say, “It's always nice to work with you,” or “I appreciate helping customers as good as you.”

Be patient – We are all being challenged with how to serve our accountholders and employees. Do the best that you can with what you have. Ask your employees what they need. Sometimes the best training is a simple job aid and a word of encouragement at the bottom. We will get through this together.