



ShopCare de-escalation programme

ShopCare proudly acknowledges



shopcare.org.nz



Four tailored courses

At ShopCare, we offer a comprehensive De-escalation Programme designed to help customer-facing teams and store managers handle situations involving angry, aggressive, or potentially violent customers. This training equips them with the skills and confidence needed to manage these situations effectively and stay safe.

This work is part of our Violence and Aggressive Behaviour (VAB) workstream which is focused on improving outcomes for workers.

Our programme is freely available and includes four tailored courses:

COURSE 1



Situational Awareness

Develop awareness of what's going on around you, so you can notice angry customers in your store and take action before the situation escalates.

COURSE 2



Managing an Angry Customer

Learn the right things to say and do when confronted by an angry customer, to help calm them down and prevent the situation from escalating.

COURSE 3



Staying Safe

Gain some strategies to keep yourself safe when you can't de-escalate a situation, including getting help, getting somewhere safe or asking a customer to leave the store.

COURSE 4



Supporting your Team (Managers Course)

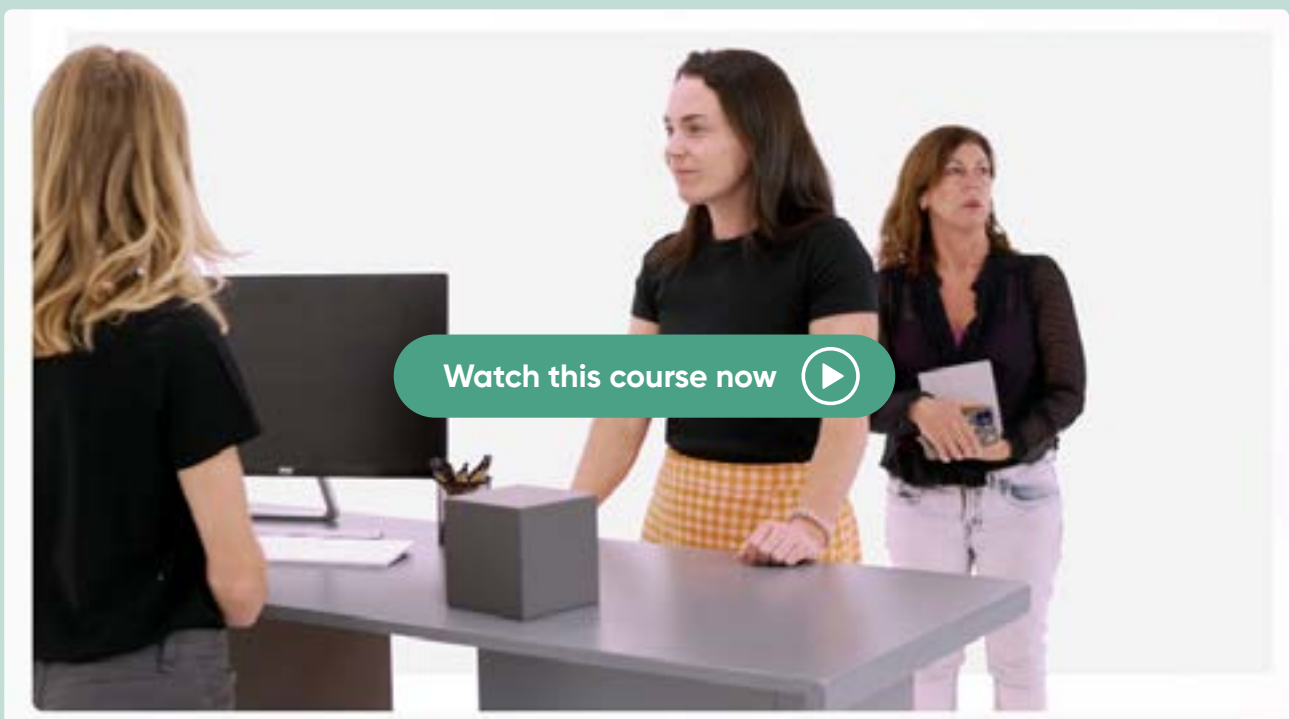
Learn how to best prepare your team members for angry or aggressive customers, and understand how you can support them during and after a confronting event.

COURSE 1

Situational Awareness

Team members will learn to develop situational awareness, helping them recognise angry customers before situations escalate.

- **By the end of this course, they will be able to:**
 - Observe their surroundings
 - Assess situations
 - Identify angry and potentially aggressive customers on entry
- **Topics include:**
 - How to observe and assess your surroundings
 - Practical tips to be more aware, like greeting every customer and trusting your instincts
 - What to look for in body language, facial expressions, verbal language and typical behaviours of angry customers
 - Basic actions to take when noticing an angry customer, such as alerting your team, keeping an eye on them, and still offering fantastic customer service

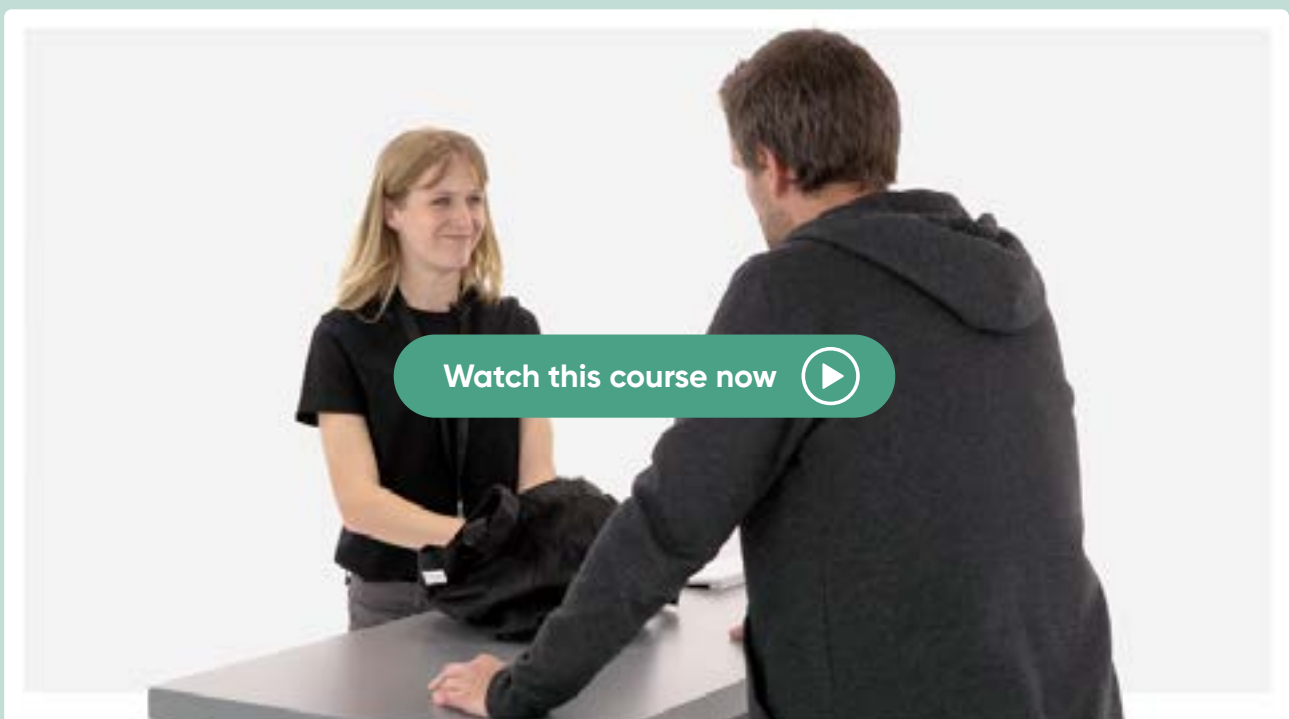


COURSE 2

Managing an Angry Customer

This course teaches team members how to de-escalate situations with angry customers.

- **By the end of this course, they will be able to:**
 - Stay calm by controlling their emotions
 - Use communication techniques to make customers feel heard
 - Use non-threatening body language
 - Maintain a safe distance from angry customers
 - Support their teammates
- **Topics include:**
 - Managing natural fear responses
 - Using the H.E.A.R technique (Hear, Empathise, Ask, Resolve)
 - How to handle ongoing aggressive behaviour from a customer
 - Maintaining safe distances (at least 3 metres) without blocking exits
 - How to work as a team by using code words and getting help

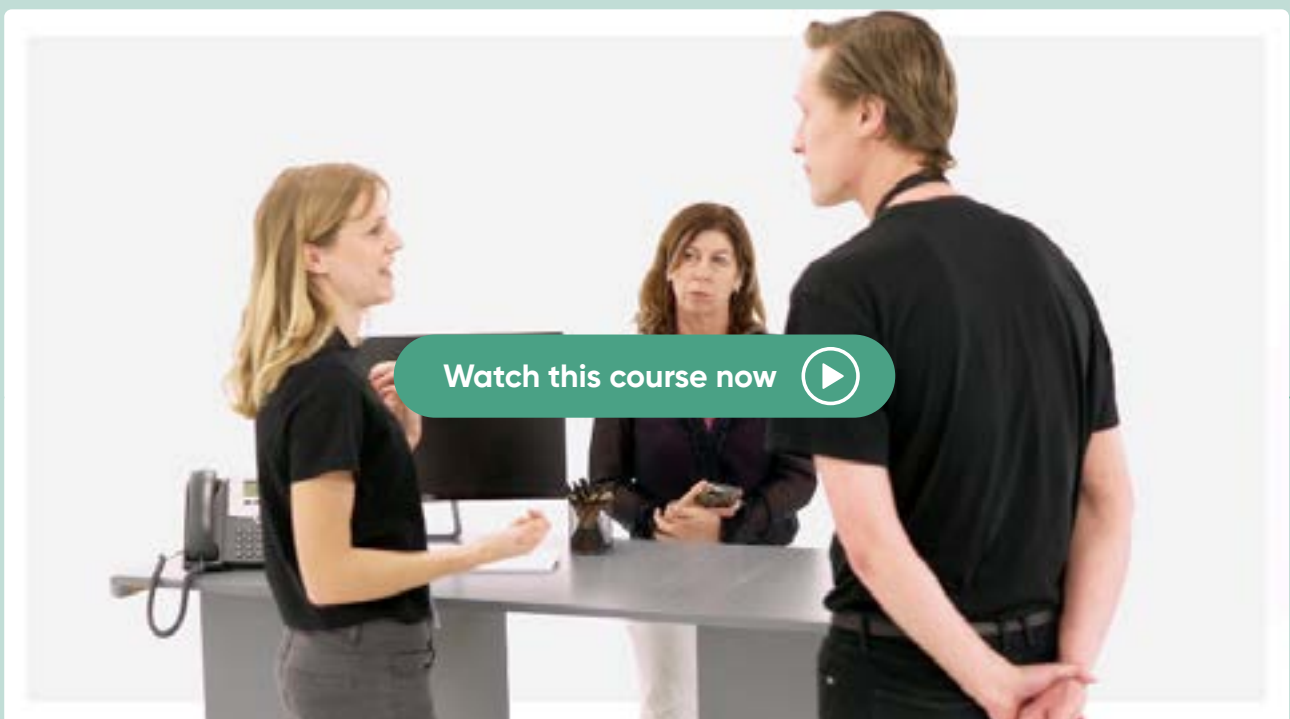


COURSE 3

Staying Safe

This course teaches team members what to do when de-escalation efforts are not working, or they feel unsafe.

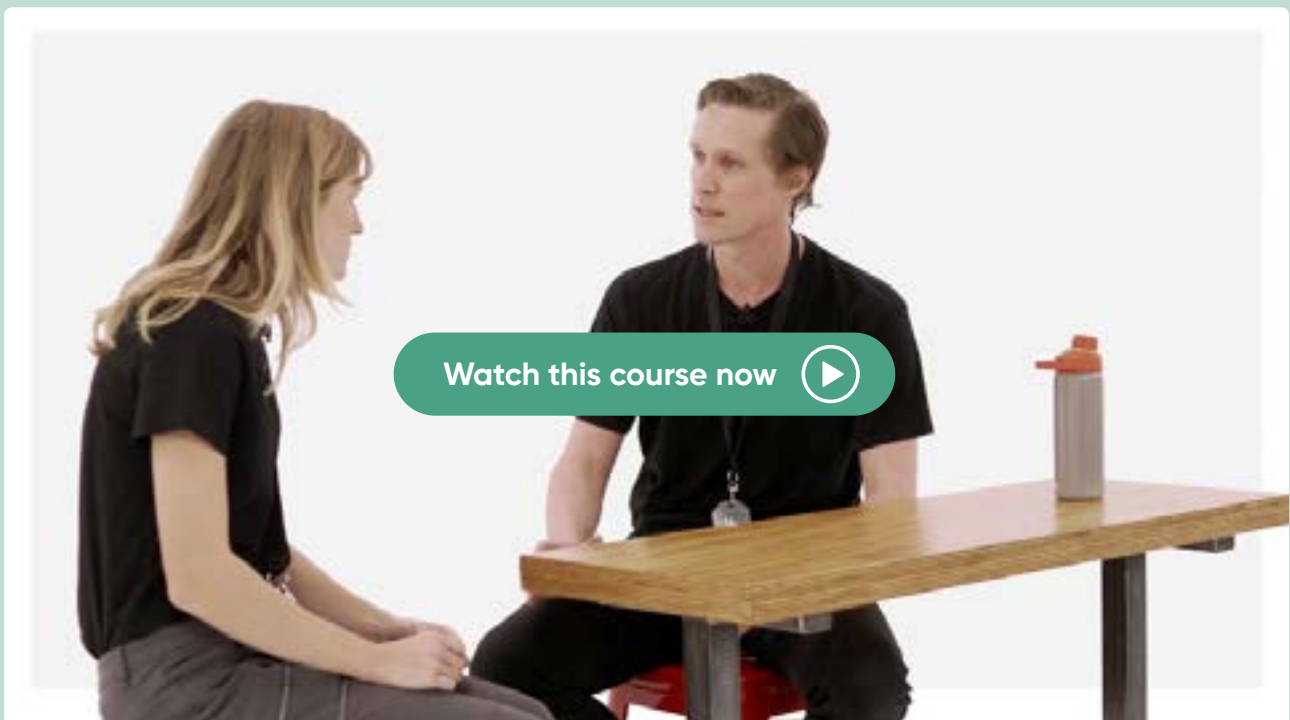
- **By the end of this course, they will know how to:**
 - Safely disengage from an escalated customer
 - Get help from a manager, security, or the police
 - Adjust de-escalation methods in more extreme situations
- **Topics include:**
 - When to seek help from a manager and how to communicate this to the customer
 - How to handle an escalated customer if manager isn't available
 - How to disengage safely and politely from aggressive customers
 - What to do in extreme situations, such as drug-induced anger and violence
 - How to report incidents to the workplace and the police



Supporting Your Team (Manager's Course)

Store managers will learn how to support their team in dealing with angry or aggressive customers.

- **By the end of this course, managers will be able to:**
 - Assist team members who need help with aggressive customers
 - Support team members after VAB incidents
 - Facilitate ongoing de-escalation training and practice
- **Topics include:**
 - What to do when your team member comes to you for help
 - Approaching angry customers and offering solutions
 - Knowing when to continue helping and when to ask them to leave
 - Using trespass notices
 - Supporting team members personally after a VAB incident, and offering professional services information
 - How to support team members with reporting the event
 - How to facilitate ongoing de-escalation training through roleplay and discussion





ShopCare
Charitable Trust

Transforming health, safety and wellbeing outcomes for the New Zealand retail sector and its supply chain.

Supporting a workforce of over 230,000 Kiwis.

ShopCare provides guidance, training, and collective expertise to help the entire retail ecosystem create healthier, happier, and safer working environments for all kaimahi/workers.

We provide free resources for retailers and supply chain companies of all sizes, from sole operators right through to large retail chains.

Our four pillars that underpin the work we do:



COLLABORATION

Transform the way we engage with our stakeholders & sector partners



DATA-DRIVEN

Become the HSW data leader for our sector



ACTIVATION

Activate the sector to prioritise and collaborate on system-wide challenges



CAPABILITY

Develop new capabilities to solve systemic HSW challenges in our sector

[Click here](#) to join our community, it's free.

Ngā mihi

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