

Dealing with Difficult or Angry Customers

Say “Thank you” when you get a complaint!

- For every customer who complains, there are 26 others who remain silent
- The average “wronged” customer will tell 8 to 16 people. More than 10% tell 20 people
- 91% of unhappy customers will never buy from you again
- Opportunity to correct situation

Why learn to overcome this challenge?

- Emotional impact - it can ruin our day
- Damage can be done to the company
- Our job security is not enhanced when the company loses business
- Don't take it personally – and thereby escalate the situation
- Take ownership – the customer does not care whose fault it is.

Use A.L.E.R.T. method to resolve

Acknowledge the problem

Listen carefully *until they have finished*

Engage them to obtain information

Restate the problem

Thank the customer

Acknowledge the problem quickly, and apologize

Listen carefully – empathize

Engage them to obtain information – use open-ended questions

- What happened?
- What would they like to happen now?

Restate the problem

Thank the customer

Take action

- Promise accurately
- Deliver more than you promise
- Follow up!