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Skills for Dealing With Hard-to-Please Customers

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Working in retail can have its ups and downs. Some people say that it takes the patience of a saint to work with the public, especially when the customer is enraged and not being very pleasant. Depending on the situation with a customer, some associates may not put up with the customer’s verbal behavior, and some associates might even just fly off the handle. When it comes to the public, you never know who you might be dealing with. Some individuals can say mean things to you or even threaten you. There are a few steps that can help keep a customer and a sales associate calm in tough situations. Here are some examples that might help make a difficult situation a little easier.

Step 1: Apologize and make the customer your main priority. Even when a customer comes up to you screaming or has a bad attitude, always say “I’m sorry” even though it might not be your fault. Sometimes a customer might be having a bad day, and they might take all their frustration out on you. Customers feel a little better when you say that you are sorry, and you make them your priority. Also, listening to the customer’s problem may help calm the customer. Finally, try to work with the customer. When a customer is very displeased with a situation, it’s very important that you do whatever it takes to make the customer happy. Excellent customer service in a turbulent situation is very important to solving a problem when it comes to a displeased customer. So try to go above and beyond to make them feel better.

Step 2: Offer a difficult customer a certain discount: In certain situations, this seems to be the most helpful technique to placate a problematic customer. Offering some type of a discount can not only solve an issue, but it can be a mood altering solution. Offering a certain percentage off their total purchase or offering a coupon for their next purchase may also help. If the customer is still not happy, try to offer
them a gift card. After all, you want the customer to leave happy and wanting to do business with the company again.

**Step 3: Get help from a manager when all else fails.** In some situations, no matter what you’ve tried to do to help settle down an angry customer, you have no choice but to call a manager. Stepping away from the problem may help ease some tension between you and the shopper. Taking a deep breath and walking away for a moment may also help you from getting fired up and saying something that you’ll eventually regret. At that point, let the manager deal with the situation because you do not want to make it worse.

Following some of these steps when you’re stuck in a difficult situation may help you to arrive at a satisfactory resolution. Depending on the situation, try to engage the customer with quality customer service. If your customer is still being difficult, walk away and let the manager handle the problem.