



Managing The Unhappy Customer

KIM SPIERT

CITY OF COLUMBUS

5 Types of Difficult Customers

- ▶ The Demanding/Aggressive
- ▶ The Complainer
- ▶ The Impatient
- ▶ The Confused/Indecisive
- ▶ The Know It All

The Demanding/Aggressive

- ▶ This type of customer is quick to anger
- ▶ Overly Aggressive
- ▶ Highly Critical
- ▶ Rude
- ▶ Arrogant
- ▶ Verbally Abusive (often)

Ways To Manage The Demanding/Aggressive Customer

- ▶ Talk to them calmly and confidently
- ▶ Apologize for the “problem”

The Complainer

- ▶ Complain about anything and everything
- ▶ The ones who complain all the time (habitual)

Managing the Complainer

- ▶ Give them your attention and let them know you are listening
- ▶ Respond calmly and nicely (with a smile)

The Impatient

- ▶ The kind of customer that doesn't care about the fact that something is not available or can't be done at the moment
- ▶ They can't imagine "you don't have special features"

Managing the Impatient Customer

- ▶ Assure them you appreciate their patience
- ▶ Explain why things are not moving as quickly as they would like

The Confused/Indecisive

- ▶ These customers seem to have difficulty making decisions
- ▶ They need to be absolutely certain that they are getting what they are asking for

Managing the Confused-Indecisive Customer

- ▶ Determine their “hot-button”
- ▶ Sweeten the deal to introduce some urgency to “help them make a decision”

The Know it All

- ▶ The customer that knows everything
- ▶ Usually tries to dominate the conversation
- ▶ Usually convinced they are always right

Managing The Know It All

- ▶ Compliment their knowledge
- ▶ Never argue with this type of customer

**"Customer service:
where the only thing
that gets your blood
pumping is a rude
customer."**

“

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**BAD NEWS TRAVELS AT
THE SPEED OF LIGHT;
GOOD NEWS TRAVELS
LIKE MOLASSES.**

– TRACY MORGAN