

What Should I Do When A Customer...

What to do when a customer is clearly wrong and stubborn?

Here's the first thing to keep in mind. You may "WIN" by proving the customer is wrong, and even through trying to embarrass, or humiliate, but you'll find that when your "prove" the customer wrong, he or she will probably get even angrier, take up more time, get more abusive, and be otherwise unpleasant.

Is that really what you want to happen?

Our Gut Wants To Fight Back

The problem is that when a customer is nasty, and WRONG, our gut feeling is to seize the opportunity to embarrass the loud mouth or rude customers. It's really kind of an early child-like reaction that we all tend towards when under attack or treated badly. But it makes our own lives miserable.

If The Issue Is Irrelevant To The Point of the Customer Interaction

- Resist the temptation to prove the customer wrong.
- In fact, consider that taking the bait on an irrelevant part of the discussion is just going to waste time.
- Let it go, let it pass, so long as the "disagreement" has no bearing on the actual issue at hand.

If The Issue Is Important To The Point of The Customer Interaction

- Explain why customer "MAY" be incorrect in a non argumentative manner.
- Allow face saving outs for the customer. Never do anything to embarrass or humiliate.
- Your objective is not to win the argument, but to deal effectively and professionally with the customer, whether he or she is right or wrong. Clarify facts just enough to achieve that objective.

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Author: Robert Bacal

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