

Keeping Customers Happy

Sometimes customers just blow up over things that are beyond your control. But good customer service can help prevent situations that might push a violence-prone customer over the edge.

Starting Out on the Right Foot

- ◆ “Go the extra mile” when dealing with customers and do more than they expect.
- ◆ Convey to customers that they’re not an interruption to you.
- ◆ Greet customers with a smile.
- ◆ Create a friendly atmosphere when dealing with customers.
- ◆ Allow customers to be “right” whenever you can.
- ◆ Avoid arguing with customers.
- ◆ Refrain from answering customers’ questions with “I don’t know” by finding the answer.
- ◆ Choose positive rather than negative words when speaking to customers.
- ◆ Don’t allow customers to become intoxicated. Some businesses have been held responsible when a drunken customer has hurt another person.



If a Customer Complains

No matter how skilled you are, there are always some people who will complain. The best way to handle complaints is to:

- ◆ Listen patiently.
- ◆ Look for a solution—try asking customers what would satisfy them.
- ◆ Explain the situation as calmly and as pleasantly as you can.
- ◆ Apologize for any inconvenience.
- ◆ Avoid getting visibly angry at a customer. Don’t take it personally.
- ◆ Go to your supervisor if the problem continues.
- ◆ Alert security or a supervisor if a customer becomes aggressive.