



6 Strategies to Handle a Difficult Customer

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Difficult customers. We all have experienced one, and if you haven't, you will at one point. So what better way to salvage an undesirable situation than to be prepared before one even happens? Fortunately, Jessica helps us with six easy strategies to handle a difficult customer.

1. Be Proactive

Have a proactive transition process between installations. This is when most issues arise. Proactively communicate with the customer before they even have a chance to call you first.

2. Stay Calm

Be prepared with a script for the “what if” conversations. Take however long you need away from the situation to ensure you handle it the best way you can.

3. Listen

Taking notes while listening to an upset customer can help you stay non-reactive. It also allows you to stall if you need to think about a response.

4. Clarify the Issue

The more clarity you have of the problem or situation, the more successful you will be at salvaging it.

5. Empathize

Put yourself in their shoes. Consider that they have been waiting weeks for their project and put in a big investment.

6. Follow-up

Communicate throughout the post-installation process when there is a problem. This eliminates extra conversations whenever there is a “bump in the road.”