

# How To Manage An Angry Customer



Every business encounters an upset customer and unfortunately its inevitable. However, how you handle the situation will dictate whether or not the customer wants to do business with you in the future. Below are some strategies to follow to ensure that the customer's issue is resolved to their satisfaction.

1. **Acknowledge the customer's feelings-** When a customer first presents an issue, listen intently to what they are telling you. Verbally recognize their feelings and let them know you understand why they are upset.
2. **Apologize to the customer-** Most of the time an upset customer just wants to be heard and understood. Apologize to the customer and let them know you want to rectify the issue.
3. **Communicate in a calm and clear manner-** Always remain calm and collected when speaking with the customer despite what they might say. When dealing with an upset customer, try communicating in a professional and cordial manner. Your response can alter the mood of the conversation and often times de-escalate the situation.
4. **Reflect, validate, and empathize with the customer-** Once the customer has stated their problem, confirm what the issue is. Then validate their concern with a simple phrase such as "I completely understand why you are angry". Lastly, express empathy for the current circumstances.
5. **Take action to resolve the issue-** Let the customer know that you want to resolve the issue. Depending on what the issue is, tell the customer an estimated timeline of when the issue will be resolved. For example, if the customer needs to have an item replaced that you do not have in stock, let them know it could be a few days before the item would be available.
6. **Do whatever it takes to make the customer happy-** Try doing whatever you can to ensure that the issue is solved, and the customer is satisfied with the outcome. Sometimes "making it right" might mean it may cost you. It takes more marketing dollars to secure new customers than to keep existing customers. Therefore, you should always try to keep your current customers happy!

*Courtesy of Shop Talk*