



Customer Retention

Difficult Customers

Key Elements

Five Difficult Customer Personality Types

Recommendations on how to manage them

When to fire a customer

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It costs 6x more to acquire a new customer than to retain an existing one

A 2% increase in retention improves your profitability as much as a 10% decrease in cost

And yet, some customer types consume enormous resources and drain staff morale

Here's what to do ...

Talkative Personalities



It's like I
was saying to my friend Paul, ...
Do you know Paul? Great guy.
I remember this one time, Paul and
I were lighting up the barbecue -
do you grill? - anyway Paul
sees this bird, I dunno, maybe a
robin or a sparrow. I can't
remember. So Paul ...

Listen

Keep the conversation
focused

Always be friendly

Angry Personalities



Be empathetic

Resolve issues quickly and thoroughly

Keep your patience



Be Positive

Appreciate their business

Gently offer advice for
avoiding future problems



Be patient

Offer clear and detailed responses

Don't be condescending



Remain calm

If the business is in the wrong, fix it and offer concessions

Don't be bullied

Why

Unprofitable Customers

Some high-touch customers just don't spend enough to justify the investment.

Abusive Customers

There are limits to what you and your staff should have to endure.

How

Resolve Misunderstandings

Honest, unemotional discussions may allow you to save the relationship

Be Professional

Provide a reasonable explanation and avoid hostility. It's not ok to dump someone via voicemail, text or tweet.

Don't Leave Them in the Lurch

You'll look better, and it reduces the odds that the jilted customer will trash you to others

Need Help Getting Started?

Do your best to handle difficult customers.

But don't be afraid to let a customer go if they are abusive, unprofitable or creating a harmful diversion from other customers.

We're Here to Help

You're wearing a lot of hats.

We understand – we're a small business too.

Contact us to find out how we can help.



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