

## Five Things that Annoy Your Customers

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Have you ever stopped to think that while you go about your day doing what you do best in your business, you could be unknowingly annoying your customers?

Customer Service is not about *what* we do and say, it's more about *what we do and say in the mind of our customer*. Our customer's *perception* is their *reality*.

As we know, everyone sees things differently, so our customer's reality is often different from our own.

Alan Fairweather, author of the book "How to get More Sales without Selling", says that there are actually very few genuinely difficult customers in the world. And I hear you say - "we've got all of them". However the majority of customers in the world are reasonable people. They may not think the way, look the way, sound the way that you do. However they are your customers and if you want their business then you've got to deal with them. They may get "difficult" from time to time if they feel they've been let down. It's how you handle them that'll determine if they continue to be a problem or if you can turn them around.

Difficult customers and situations usually occur because some part of our core service has failed or the customer perceives it to have failed. We've not delivered on time, the customer has the wrong product, it doesn't work or it's not what the customer expected. What happens then is, the customer comes to the interaction with us in a negative frame of mind. It's what happens then that'll decide whether they deal with us again or bad mouth us to other people.

Therefore, to help us look after our customers better, we need to understand the things that annoy our customers.

### **1. We Don't Care**

We don't sound or look as if we care, are concerned or appreciate the customer's situation. Maybe you do care, however you've really got to say caring words and look and sound as if you care. After all, the customer can't read your mind.

### **2. We Don't Listen**

Too often we try to jump in with solutions and don't allow the customer to vent their feelings or even ask them what they want. Again we need to show the customer that we're listening by what we say, how we say it and our body language.

### **3. We have a Bad Attitude"**

We often allow the customers attitude to irritate or annoy us. This becomes obvious to the customer, again through our tone of voice, our body language and only fuels a difficult situation, making us the one with the bad attitude.

#### 4. We Use the Wrong Words

There are certain trigger words that cause a customer to become more difficult. Some of these are "cant, have to, sorry 'bout that, ". Even your organisation's jargon can have a negative effect on a customer interaction.

#### 5. We don't See it From the Customer's Point of View

Too often, we think the customer is making too much of a fuss. We think - "What's the big deal, we'll fix it right away". The thing is, it is a big deal for the customer and they want us to appreciate that.

Customers will often judge the level of your service based on how well you recover from a difficult situation and they're very likely to forgive you if you do it well.

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