

Dealing with dissatisfied customers can be difficult. Use these tips to help neutralise friction when trying to resolve customer dissatisfaction.

Working with display screen equipment seems simple, but it can actually cause serious injuries and problems.

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Crendon Insurance Brokers Limited

Dealing With Dissatisfied Customers

All businesses, regardless of the size or the industry, must occasionally deal with dissatisfied customers. However, without the proper training, you could inadvertently escalate the situation—potentially exposing yourself and those around you to dangerous risks. To help avoid making the situation worse, review the following best practices for neutralising friction when resolving customer dissatisfaction.

The first step in handling a dissatisfied customer is determining whether his or her behaviour could be classified as unacceptable or unreasonable. This type of behaviour may include the following:

- Aggressive or abusive behaviour—which could include threats, physical violence, verbal abuse, inflammatory statements or unsubstantiated allegations
- Repeated complaints about a matter that cannot be undone or altered
- Repeated efforts throughout a formal investigation to change the nature or focus of a complaint to satisfy his or her desired outcome

After identifying whether the customer's behaviour is unacceptable or unreasonable, the next step involves mitigating the potential risk.

The following are just a few of the most effective strategies for handling these types of situations:

- Introduce yourself and use calming language.
- Adopt a relaxed posture and be sure to move and speak slowly.
- Acknowledge the customer's disappointment with the service that he or she has received.
- Reassure the customer that the complaint will be addressed in a timely manner.
- Explain what your company's complaints procedure is, and how his or her complaint will be handled.
- Confirm what steps will be taken to address the complaint and how long it will reasonably take to receive a response.
- Advise the customer that his or her behaviour is unacceptable and must stop.
- Remain calm and in control of the situation as best you can.

Remember to be tactful yet assertive, and understanding yet firm.

By 2020, customer experience will be more important to consumers than the price or the quality of a product when differentiating between brands, according to customer intelligence consulting firm, Walker.

Working With Display Screen Equipment

Common features of many workstations are laptops, touch-screens or other similar electronic devices that are equipped with some form of a display screen. However, if your workstation is improperly organised, these devices could cause you to develop upper limb disorders as well as fatigue and eye strain. While most of these conditions are not considered life threatening, they can be costly to treat and possibly even debilitating.

Therefore, it is important that you mitigate the potential risks by implementing one of more of the following three strategies:

1. Adopt proper posture.

- Sit close enough to your keyboard so that your shoulders, wrists and hands are relaxed.
- Sit up straight so that your back is firmly but comfortably against the chair back and your feet are flat on the floor.
- Have enough room below your desk to sufficiently stretch your legs.

2. Ensure that your workstation is well-organised.

- Arrange your desk to accommodate all necessary documents and other office equipment.
- Position your monitor directly in front of you at eye level so that you do not have to twist or turn your neck.
- Aim your monitor away from any windows to reduce glare, which, over an extended period of time, could lead to sore eyes or headaches.

3. Take a break from your work.

- Take three one- to two-minute breaks each hour to exercise your eyes by focusing on a distant object and then at an object nearby.
- Take a five-minute break each hour to stretch and relax your back, neck, arm and leg muscles. A walk around the office is a good way to do this.



Safety in NUMBERS 123

According to the government's latest data, an

**ESTIMATED
374,000 BRITONS**

suffered from upper limb disorders caused or made worse by their work.



The estimated cost to the British economy to treat these injuries is at least

**£200 MILLION
ANNUALLY.**



Source: GOV.UK

Real-life Case Study

Frances worked as an assistant manager in a boutique shop but had difficulty handling argumentative customers. Each time an unruly customer confronted her about a return, Frances would go nearly silent out of intimidation. Generally, during these situations, Frances would attempt to explain how she was unable to fulfil the request as it was against the shop's policy. This answer would cause some customers to become more infuriated—costing the shop return business.

While this was not a frequent occurrence, Frances wanted to improve her skills in dealing with dissatisfied customers. Examining her current process, Frances realised that it was partially her lack of assertiveness that was affecting her ability to handle these customers. To improve, Frances worked to accept that some customers would never be satisfied—regardless of the outcome. For those that could be, she rehearsed responses to common issues. That way, when a customer came in with an issue, she was able to confidently respond to his or her complaint. Now, Frances is able to effectively handle unruly customers without going silent.