

Understanding customer misbehaviour - quick guide

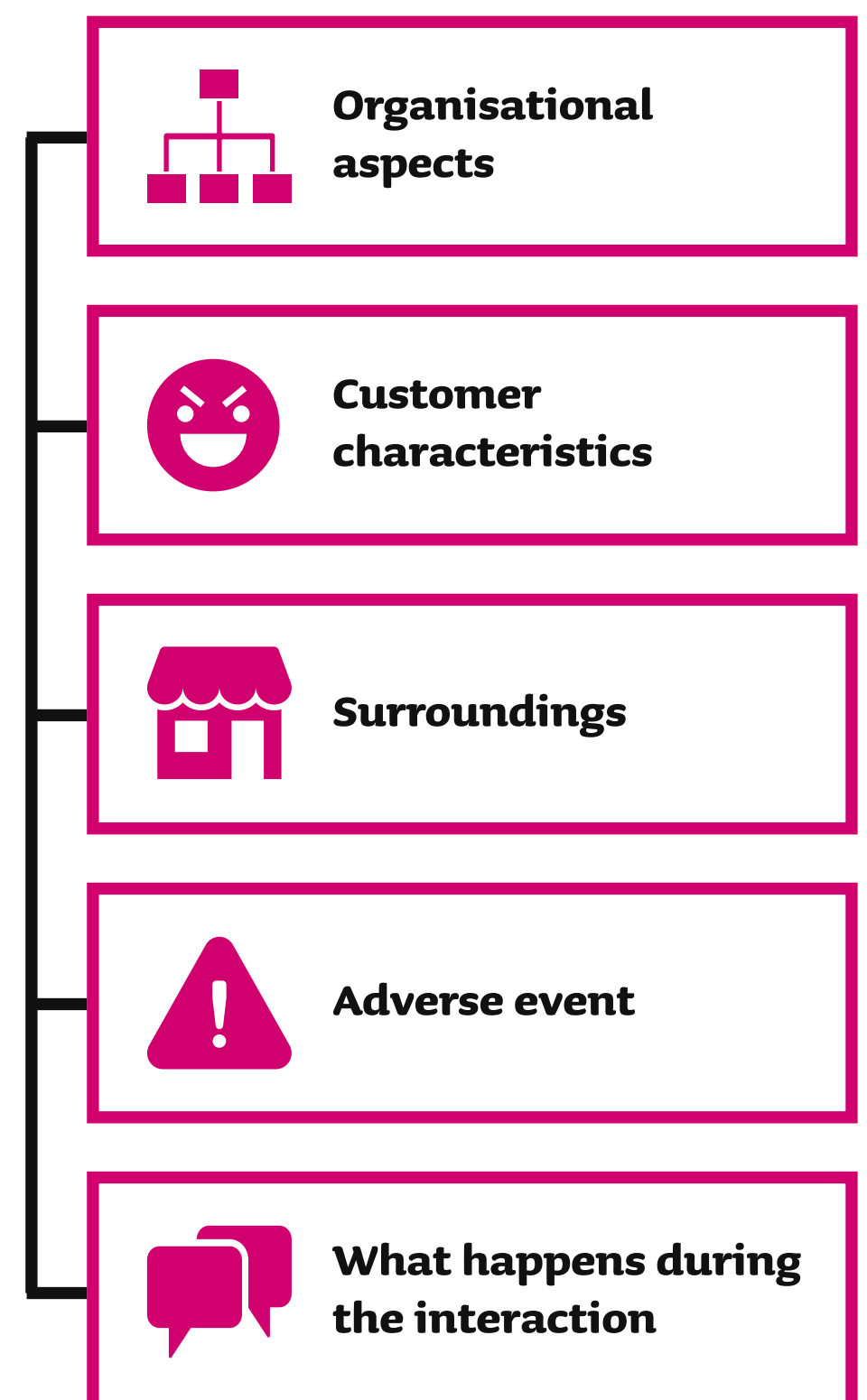


Customer misbehaviour covers the range of negative ways a customer can act. These misbehaviours operate on a continuum and frequently follow an escalating pattern:

- Incivility: rude, disrespectful, critical or dismissive behaviour.
- Abuse: critical or belittling comments towards you.
- Aggression: intimidating, threatening or confronting behaviour that makes you feel at genuine risk.

Why do people misbehave?

- Due to organisational aspects, such as policies and procedures.
- As a result of customer characteristics or a person's qualities (biology, background and mindset), which may make them more likely to misbehave.
- Surroundings, such as social norms, physical environment, available targets, or lack of deterrents.
- An adverse event, such as a service problem.
- What you say and do when interacting with the customer.

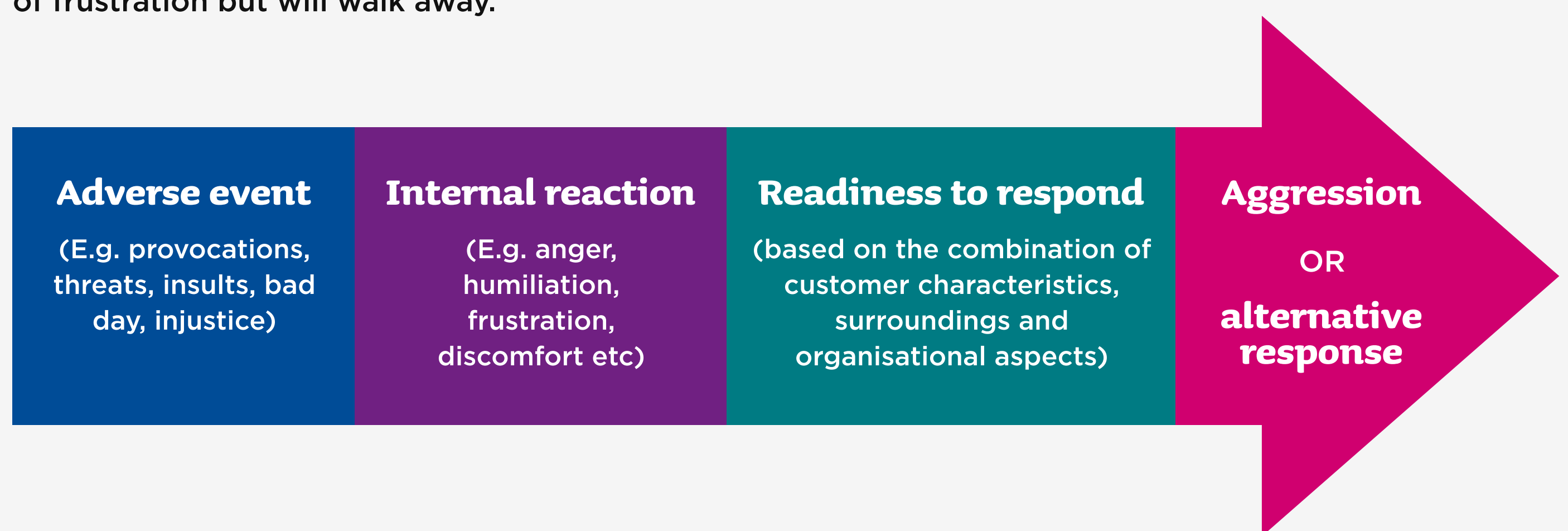


This graphic shows how the above factors can come together to result in a misbehaving customer.

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While we all have bad days, only people with a combination of all factors are likely to misbehave in a situation. Anyone else might feel the same level of frustration but will walk away.



Tips for getting a customer on side



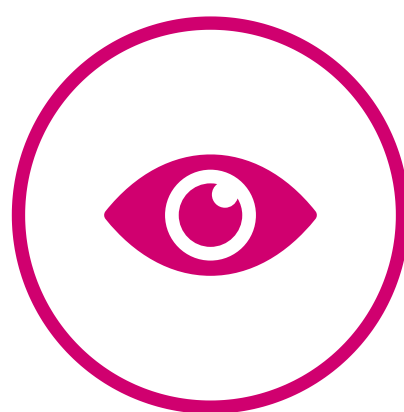
Build connection

Treat your customer as an individual by making eye contact and actively listening to what they say.



Manage your emotions

Manage your response to your customer's emotions by focusing on your words, tone and body language.



See it from their side

Demonstrate that you can see their perspective and appreciate their view of the situation.



Be aware of your biases

Be aware of how your biases may shape how you respond to others.



Be yourself!