

# Is The Customer Always Right?

### **Tough Customers:**

Things to Know, How to Deal, and When to Let It Go

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# Today's "How To's"

- Find out what customers want
- Apply BBB's 8 Standards for Trust to keep customers
- Prevent issues
- Tackle tough customers
- Ask for customer reviews
- Recognize when you need help



# **BBB's 8 Standards for Trust**

- 1. Build Trust
- 2. Be Transparent
- 3. Be Responsive
- 4. Honor Promises
- 5. Embody Integrity
- 6. Advertise Honestly
- 7. Tell the Truth
- 8. Safeguard Privacy



## What Do Your Customers Want?

According to <u>Forbes.com</u>, consumer behavior trends show your customers are looking for:

- Trustworthy businesses
- Circular buying relationships
- Easy online purchase options
- Special in-store experiences
- Loyalty from the business
- Convenience
- Transparency



# What Affects Customer Loyalty?

According to <u>Forbes.com</u> the following are the top five considerations for a customer to become a repeat customer:

1	Customer Service	74%
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Z. Revidido i logidili/o	2.	Rewards Program/s	69%
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- 3. Coupons/Discount Codes 63%
- 4. Environmental Impact 61%
- 5. Alignment w/ Personal Values 61%



# **Prevention Is Key**

#### **BBB.ORG** tips to avoid issues:

- 1. Provide multiple points of contact for your customer, e.g., Facebook, email, phone, or text.
- 2. Consider auto-replies and make sure they are friendly and informative.
- 3. Use a contract, invoice, website or receipt that communicates your policies concisely and clearly, review with the customer prior to having them sign.
- 4. Be honest about timelines and if something comes up, let your customer know you are aware and are working to resolve the issue.
- 5. Be proactive: when you know you have an unhappy client, reach out, acknowledge, and apologize, do your best to be respectful.
- 6. Keep good documentation.



# **Tackling Tough Customers**

#### Ten suggestions to help defuse a tense situation:

- 1. Assume the customer has a right to be upset
- 2. Listen to emotion without involving your emotion
- 3. Be patient
- 4. Speak Softly
- 5. Reiterate what you believe you heard from the customer
- 6. Own the issue
- 7. Put the customer first and the problem second
- 8. Find the root of the issue to determine what went wrong
- 9. Offer a solution, work to find some middle ground
- 10. Follow up



# **Customer Reviews**

#### When to ask:

- You have a happy customer standing in front of you
- You receive an email or text from the customer thanking you
- After you have helped a customer, in any manner, whether it was answering a simple question or fixing an issue

#### How to ask:

- Politely and without pressure
- Explain how helpful it can be for your business if they would be willing to provide a review
- Make it as easy for them as possible, either walk them through the process right there, or offer to send an email with the link



### Recognize You Need Help, Know Where To Go

#### When?

"It is crucial to understand that nobody knows everything there is to know about starting or running a business, regardless of what that business is."

#### **Marcus Lemonis**

Star of the hit reality TV show The Profit & Street of Dreams <u>marcuslemonis.com</u>

#### Why?

"Asking for help is an act of service. Don't deny the people who love you the honor of being there to support you."

#### Simon Sinek

Author/Speaker Business Leadership <u>simonsinek.com</u>

#### Where can you go for help?

Better Business Bureau, Northern AZ Campus bbb.org/all/trust-hub marilyn.mott@bbbcommunity.org (928) 772-3410

Arizona Commerce Authority <u>azcommerce.com</u> (602) 845-1200

Small Business Development Center azsbdc.net

SCORE score.org

Northern AZ SCORE northernarizona.score.org

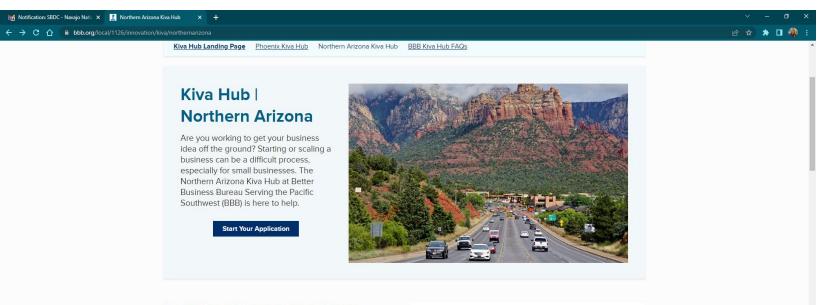
Online tools are also available



# **BBBEMPOWER.COM**



# **Kiva Hub - Northern AZ**



#### Small Business Loans in Northern Arizona

BBB works with businesses to provide them with the resources they need. BBB partnered with Arizona Public Service (APS) to help entrepreneurs in Northern Arizona grow their businesses with access to small business loans through the Northern Arizona Kiva Hub.

Kiva is a global organization that offers a personal, micro-lending platform that empowers everyday people to crowdfund loans for their small businesses. Kiva's platform is the perfect opportunity to turn a business concept into a reality. What makes Kiva even better is that each loan is delivered with zero interest and zero fees.



Opportunity for All: Northern Arizona Small Business Loans

Northern Arizona Kiva Logo in Partnership with APS

# **QUESTIONS?**



