

Is The Customer Always Right?

Tough Customers:

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



Presented by: Marilyn Mott
Director of Community Outreach, Northern AZ

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 [Forbes.com](https://www.forbes.com), 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 [Forbes.com](https://www.forbes.com) the following are the top five considerations for a customer to become a repeat customer:

- | | |
|---------------------------------|-----|
| 1. Customer Service | 74% |
| 2. Rewards Program/s | 69% |
| 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*
marcuslemonis.com

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*
simonsinek.com

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
azcommerce.com
(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

The screenshot shows a web browser window with two tabs: "Is the Customer Always Right?" and "Empower by Godaddy: A Small". The address bar shows "bbbempower.com". The website header includes "HOME" and "EMPOWER PLATFORM LOGIN". The main content area features the "ignite" logo with the tagline "sparked by BBB". Below this, it states "In partnership with Empower By GoDaddy". A large circular image of a woman with curly hair holding a gift is on the right. The bottom of the browser shows a file named "FINAL Buenos Dias...jpg" and a "Show all" button.

HOME EMPOWER PLATFORM LOGIN

ignite
sparked by BBB

In partnership with
Empower
By GoDaddy

FINAL Buenos Dias...jpg

Show all

Kiva Hub - Northern AZ



[Kiva Hub Landing Page](#) [Phoenix Kiva Hub](#) Northern Arizona Kiva Hub [BBB Kiva Hub FAQs](#)

Kiva Hub | Northern Arizona

Are you working to get your business idea off the ground? Starting or scaling a business can be a difficult process, especially for small businesses. The Northern Arizona Kiva Hub at Better Business Bureau Serving the Pacific Southwest (BBB) is here to help.

[Start Your Application](#)



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?





THANK YOU