



Different Kinds of Complainers

Aggressive complainer

- Use active listening skills
- Apologise to the client
- Show that you are sympathetic by using your mirroring skills
- Keep calm and do not raise your voice
- Thank the client for bringing the problem/situation to your attention
- Follow up and ensure that any agreed action is undertaken

Passive complainer

- Watch for clients who give the impression of being dissatisfied
- Ask if something is wrong
- Coax them, understanding that their initial comment may be "oh, nothing".
- Make them feel comfortable about airing their complaint
- Remember that 'nice' clients may not return
- Thank them for their concern, as it helps the business improve

Constructive complainer

- Thank the client for bringing the problem/situation to your attention
- Try to resolve the problem
- Remember that this type of complainer often raises general issues that could be a problem for other clients
- Follow up

Professional complainer (regulars)

- Listen actively to the complaint
- Don't jump to conclusions
- Decide if you consider that the complaint is justified or has been exaggerated
- If so, apologise to the client and explain your position
- **Remember that it costs 5 times more money to attract a new customer than to keep an existing customer**