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## Five Most Common Mistakes When Dealing with Unhappy Customers

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Customer Service Management

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Is your company losing customers unnecessarily? Perhaps there is a problem in your customer service department that you are unaware of. More often than not, companies lose customers due to poor customer care. Here are five common mistakes that should be avoided when dealing with unhappy customers:

- 1) **Not listening to the customer.** If you are not listening to what the customer is saying then you have no chance of rectifying the problem.
- 2) **Over reacting to the customer's problem.** Just because the customer raised his/her voice doesn't mean you have to. By raising your voice, you are only adding fuel to an already fiery situation.
- 3) **Not taking responsibility.** Even if it wasn't your mistake, you are still representing your company. Simply saying "It's not my fault" or transferring the customer to another department will not solve the customer's problem.
- 4) **Minimizing the problem.** In the customer's eyes, the problem is not minor but a big deal. Otherwise he/she would not be calling you to rectify it. By minimizing the problem, you are basically telling the customer that your company doesn't care about good service.
- 5) **Putting the customer on hold and then disconnecting the call.** Dropping a customer's call when he/she has a problem is the worst thing you could do. You are basically telling the customer by your actions that you don't care about his/her problem and that your company is unreliable.

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### About the Author:

Eleanor Kwan, CSP, is the CEO and Founder of **ShapeYourVision®**. Her company helps companies and individuals achieve optimal sales and service performance through sales and service consulting and the proper skills training. For more information, visit [www.ShapeYourVision.com](http://www.ShapeYourVision.com).