



Don't Make Them Wrong

from A.C.E. Learning and Performance Solutions

Is the customer always right? Of course not, sometimes the customer **is** wrong. The expression “the customer is always right” does not mean that they are never wrong. However, it means that we *don't make them feel wrong*.

How do we know if we are making the customer wrong? If you can mentally hear the words “you idiot” or “shame on you” or “you're bad or lazy” at the end of the statement or question, then you have made the customer *feel* wrong. If you are “shoulding” on the customer, then you are also making them *feel* wrong. 😞

When we arouse any negative emotion in a customer, it results in an unproductive outcome. To productively resolve the situation and earn customer loyalty, always choose support rather than blame. Our goal in every interaction is to give unbiased feedback and provide solutions.



This strategy applies to internal customers as well.

Here are some Service Provider statements which are not customer-focused, followed by a response that would create an A.C.E. for the customer.

1. Service Provider: “You should have read the contract.”
Customer hears: *You're stupid and you're an idiot.*
Customer-focused response: “Contracts can have a lot of information and sometimes people don't catch everything when they first read it. If you take a look at the 3rd paragraph on page 2 it states”
2. Service Provider: “It looks like you haven't been flossing your teeth regularly.”
Customer hears: *Shame on you. You're bad and you're lazy.*
Customer-focused response: “I've noticed that there is more plaque buildup on your teeth. I recommend that you increase the frequency of flossing.”
3. Service Provider: “Your meal is taking longer because you ordered breakfast, and we are serving lunch now.”
Customer hears: *It's your fault it's taking so long.*
Customer-focused response: “I apologize that your order is taking so long. I'll see what I can do to speed things up.”
4. Service Provider: “Why didn't you . . . ?”
Customer hears: *You're an idiot.*
Customer-focused response: “What might have worked better would have been to”
Or, depending on the situation: “What was happening that prevented you from . . . ?”

**Remember that our goal is to create A.C.E.s—Astounding Customer Experiences!
How many A.C.E.s will you create today?**