

Why do customers want to leave?

1. Someone in the organization doesn't deliver on a promise made.
2. Someone in the organization is rude or indifferent.
3. The customer doesn't feel listened to.
4. Someone in the organization questions the customer's integrity or honesty.
5. A product malfunctions.
6. A service is inadequately performed.
7. The customer believes someone in the organization has made an inexcusable error.
8. Someone or something causes physical, emotional, financial, or other hardship or damage.
9. Information given, such as directions or instructions (verbal or written), is unclear, contradictory, incomplete, or inaccurate.
10. The customer has to wait an unreasonable amount of time.

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Top 10 Reasons Customers Get Upset



Why do Customers Complain?

1. They don't want to go through the hassle.
2. They don't know where to go.
3. They don't think it will do any good.
4. They think they will be treated badly.
5. They don't want to make a scene.
6. They feel it's easier to go somewhere else.
7. They don't want to get an employee in trouble.
8. They are in a hurry.
9. They think the employees are too incompetent to adequately handle the complaint.
10. They don't want to repeat their complaint several times to different employees.

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Top 10 Reasons Customers Don't Complain

