

Challenging customers in the marketplace

[Business](#), [Marketing](#)



Challenging customers cause difficulties and troubles (Bailey, 1994). Such customers also take more time of the shopkeepers as compared to other customers. Companies need to satisfy challenging customers in order to achieve success. Customer satisfaction results in improving the business (Fornell, Mithas, Morgeson, & Krishnan, 2006).

Customers can be challenging for different reasons. Some of the most common reasons include language difference, aggressive mindset, lack of proper communication skills, inability to make quick decisions, and impatient and hostile nature. Past experiences, stresses, and different perceptions are those factors, which make most of the customers challenging. Every customer has a different set of experiences, which he/she uses while deciding to buy any specific product. Some customers have some concerns, which they communicate to the shopkeepers or customer service representatives while buying the products. Such customers are challenging customers and shopkeepers find it difficult to deal with such customers. Shopkeepers can deal with challenging customers by listening to them properly, asking questions, showing concerns towards the needs of the customers. Harris (2003) states, " Although challenging customers may be difficult to interact with, the reality is that they are still our customers and our goal is to provide them with excellent customer service" (p. 55).