

Dealing with demanding customers



Location

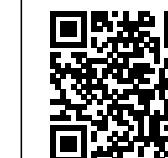
London, London

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Luxury customers have high expectations of the service that they receive, and this is often born of the importance they place on the process, the journey that they are taken on to reach the ultimate outcome—the meal, the luxury watch, the overnight stay. The employee that understands the level of service required in the luxury industry will not confuse high expectations with being demanding, they will understand that their customers have a different set of desires and require a carefully orchestrated customer experience at every stage in the process. At the heart of demanding behavior is often a discord between what the customer expected and what they perceived they received, they are demanding the expected service that they feel is rightfully theirs. Professional management of the customer, engagement and relationship building ensures that high expectations are met, and that customers do not feel that they must demand expected service. Specific training can enable employees to understand the difference between luxury expectations and genuinely demanding behaviour that is unreasonable and equip them with the skills to successfully manage.

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