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August 7th 2013: Psychopath Customers: The Rising Problem of Bad Customer Behavior

There is a rising problem with “psychopath customers” and bad customer behavior. Many organizations in the services and restaurant industries are experiencing an increase in dysfunctional behavior from bad customers. Many workers in these industries have been assaulted, yelled at, cursed at, verbally insulted, spit on, name called (also called racial epithets) and other aggressive behavior. This behavior has ranged from verbal to assault. Consider the case with an employee at a major drive-thru restaurant that was attacked through the drive-thru window by an irate customer because they mad

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Featured Guests

Guest Image

Dr. David Aron

Dr. David Aron, is a marketing professor and consumer researcher. He is a professor at Dominican University in River Forest, Illinois. ● **EXPERIENCE:** Dr. Aron has several years in the retail mall management and online retail industries. His research background includes exploration of consumer satisfaction and dissatisfaction, consumer grudgholding, and guerrilla consumer behavior as well as client-based, interactive approaches to teaching. He has written and co-authored over two dozen publications and conference presentations, including: Caging the Guerrilla Consumer; Preventing Consumer Grudges Across the Age Spectrum; Firing Back- Antecedents and Desired Outcomes of Consumer-Created Brand

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Guest Image

Nicole Kimmick

Nicole Kimmick, is Marketing Management Consultant & Intuitive Business Coach, at NTK Consulting, LLC. Nicole is a customer service expert. ● **EXPERIENCE:** She has over 20 years of experience helping organizations improve their marketing and customer service departments. She helps clients with is aligning their sales and marketing departments to work better together to achieve maximum results, with special attention being placed on customer service.

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