Jay-Customers
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Definition

- Jay-customers

  - Customer who intentionally act in a thoughtless or abusive manner, causing problem for the company (Lovelock).
7 Types of Jay-customers

- **The Thief**
  - No intention of paying
  - Shoplifting
  - Stolen Credit cards
  - Sneaking into movies

- **The Cheat**
  - Fake insurance Claims
  - Wardrobing
  - 100% Satisfaction guaranteed

- **The Belligerent**
  - Angry drunk people
  - Customer service calls
  - Air rage

- **The Rule Breaker**
  - No Shirts, no shoes, no service
  - Reckless Skiers
  - Roller coasters
• The Vandal-
  • Graffiti
  • Cigarette burns
  • Broken property

• The Family Feuder-
  • Fight with own family
  • Food fights
  • Fights with other customers

• The deadbeat-
  • Delay payment
  • “I’ll pay tomorrow”

The term Jay cusToMeR is derived from Jaywalkers in the U.K., for those who walk across the street irresponsibly.
Dealing with Jay-customers

- Try to spot them ahead of time.
- Have well-trained managers.
- What is the conflict about?
- Keep away from other patrons.
- Prepare ahead of time.
- Prepayment plans.
- Improved security.

Questions or Comments