

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

