

CUSTOMER AGGRESSION BYSTANDER TIPS

Customer aggression affects everyone, even if it's not directed at you. As a teammate, you can make a big difference by stepping in safely and supportively.

Use the STEP in model

SEE WHAT'S HAPPENING

Pay attention to signs of distress, even if you're not directly involved.

- Is your co-worker being yelled at, insulted, or threatened?
- Are they trapped in a tense conversation and unable to get out?
- Does the situation feel unsafe, even if it hasn't become physical?

EXTRACT OR ESCALATE

Help your co-worker exit the situation, or call for help if needed.

- Create a circuit breaker: "[Name], can I borrow you for a second?"
- If it's escalating, alert a supervisor or security immediately
- Consider having a 'code word' that you can use to alert your teammates that you need some help, without it being noticeable to the customer
- If you're unsure, discreetly check in with your co-worker: "Want me to step in?"

You don't have to solve the problem, just help them step away.

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TEAM UP

Show your presence, don't let them face it alone.

- Approach calmly and stand beside your co-worker
- Use non-verbal support (eye contact, calm body language)
- Don't confront the customer; instead, be a calm, grounding presence
- If appropriate, step in with a calm line like: "Let's see if we can sort this out together."
- Make yourself present and available without confronting or intimidating the customer.

Aggressive customers are less likely to escalate when they know others are watching and involved.

PROVIDE SUPPORT AFTERWARDS

Don't underestimate the impact of aggression. Your support matters.

- Ask if they're okay and if they want to talk
- Offer to help with the customer report or follow-up
- Remind them it wasn't their fault and they're not alone
- Encourage reporting the incident internally, or to Centre Management or Security



Your safety is the number 1 priority. It is ok to walk away if the other person becomes threatening or abusive.

If you would like more assistance to help your teams deal with customer aggression, you can book training tailored to your needs by scanning the QR code.

WHAT NOT TO DO

- Don't ignore the situation or assume "they've got it"
- Don't escalate or argue with the customer
- Don't mock, film, or make light of the situation