



8.1.2. HOW TO DEAL WITH DISSATISFIED CUSTOMERS

Renato C. Costa, DVM, MSc

Pet Care Animália, Rio de Janeiro, Brazil

Veterinarians typically choose their profession because they love animals. Over the years, they learn to deal with aggressive animals, emergency situations and even the pain of their patients' death. None of this scares a good professional because he understands that this is his job, his mission. What usually terrifies a veterinarian is having to deal with those who bring animals to their clinics and hospitals. Humans! Situation gets even worse when customers, humans, are dissatisfied with something. Veterinarians are not trained to handle these moments. There are basic rules that can help a lot to guide these conflicts in search of a good understanding. By following them, with a little training, veterinarians no longer need to be afraid of people.