



**SOUTH AUSTRALIA POLICE**  
KEEPING SA SAFE

PREVENTING  
CRIME

## AGGRESSIVE CUSTOMERS

In all instances of dealing with aggressive people, the main priority is to ensure personal safety and the safety of others. Aggressive people can be unpredictable, so encourage staff to be cautious at all times.

- Assess the situation and remain calm.
- The early stages of any confrontation are always the most dangerous. If a staff member believes their safety or the safety of others is at risk, then the police should be contacted immediately on Triple Zero (000).
- Do not react to the customer's bad behaviour in a similar manner.
- Do not take insults personally and keep a safe distance away from the aggressive person.
- Do not enter the person's physical space as this can escalate the situation.
- Use counter areas or display stands to create distance and space.
- Staff not involved in the incident should not become an audience, but they should discreetly monitor the situation for the safety of their colleague.
- Patience is usually the best strategy. This can be achieved by listening to the person and acknowledging their problems or situations so they can vent their frustration.
- Respond in a calm manner, reflecting back to the person that they have been heard and their situation is understood.
- Always stay respectful. Try to restore a sense of justice for the person.
- Explain what options are available and encourage them to try one of these.

If a person refuses to calm down and continues to be offensive or aggressive, politely ask the person to leave the premises. If they refuse, discontinue discussions with them and advise them the police are being contacted, then immediately call police.

Call Triple Zero (000) when there is an emergency, for example any situation where life or injury is threatened or any event that may cause danger to people or property. Call 131 444 for non-urgent police assistance, for example reporting a crime that has already happened.

For further business crime prevention information please visit [www.police.sa.gov.au](http://www.police.sa.gov.au) or contact your local police station.

South Australia Police (SAPOL) is committed to working in partnership with the community to prevent crime and reduce the fear of crime to ensure that South Australia is a safe place to live, visit and do business.

## BUSINESS SECURITY

