



## August 2014 Client Newsletter

Dear Judi,

Interested in losing your great customer service reputation? Then ignore or mishandle customer complaints! Below is a good article on 15 essential steps to turn a bad customer service experience into a win.

Judi

### 15 Tips for Successfully Handling Customer Complaints

Handling customer complaints correctly is an incredibly important part of the overall service experience you deliver.

Oftentimes, a negative experience that a customer has with your business can be salvaged and turned into an opportunity to win them over for life.

But being able to handle negative feedback in a positive way takes plenty of practice. Your business can get a head start by following established advice on interacting with customers in these less-than-ideal situations.

Below we'll dive into some strategies on how you can do this, but first we need to look at why handling these complaints incorrectly could be *hurting your bottom line*.

#### Why Customer Complaints Matter to Your Business

Poorly handled customer complaints are one of the quickest ways you can destroy an otherwise stellar service reputation.

Consider the following statistics from the Jim Moran Institute and Lee Resources

- Resolve a complaint in the customer's favor and they will do business with you again 70% of the time
- Up to 95% of customers will give you a second chance if you handle their complaint successfully and in a timely manner.

#### In This Issue

[15 Tips for Handling Customer Complaints](#)

[Additional Ways to Use Your Myster Shopping Reports](#)

[Upcoming Events](#)

So while you won't be able to satisfy every unhappy person who contacts you, the returns that your business may see from turning an initially bad customer service experience into a "win" are immense.

Below, we'll look at 15 essential tips that will allow you to do just that!

### **1. Give Credence to Each Customer**

*Treat every customer as if they have 10,000 Twitter followers."*

- Myers Barnes

Barnes' quote drives home the overarching point that each customer should be treated as *if* they have a large following.

It's a given that every once in awhile you're going to run across those "barnacle" customers who will **never** be satisfied enough to not complain. It's good business sense to give them very little of your time, but you should still view every potential customer interaction as if the customer has a broad audience at their disposal. This will safeguard your business from many potentially disastrous mishaps.

For complete article, [click here](#).

By Gregory Ciotti

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#### **Additional Ways to Use Your Mystery Shopping Reports:**

- Excerpts from favorable reports are put in the employee newsletter, with the individual identified.
- In an effort to recognize their behind-the-scenes support staff, each customer contact employee is assigned a "back office buddy" who then receives half of any rewards given to their front line partner.
- Using a quantifiable report, superstar employees are given cash on the spot by mystery shoppers.
- Bonus time off is given (half day, paid lunch hour, etc.) to superstar employees.

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#### **Upcoming Events:**

Marcus Evans will host a conference, themed "**Consumer Insights and Analytics**", on Sept 10-12 in Amsterdam. For more information, [click here](#).

The Marketing Research Association, Quirk's and the Market Research Executive Board will host the **Corporate Researchers Conference** on

Sept 17-19 in Chicago. For more information, [click here](#).

Strategy Institute will hold a conference, titled "**Customer Experience Strategies Summit**" on Sept 24-25 in New York. For more information, [click here](#).

IIR will hold its **North American Consumer Insights Event** on Sept 29 - Oct 1 in Toronto. For more information, [click here](#).

**The Council of American Survey Research Organizations** will hold its annual conference on Sept 29 - Oct 2 in Denver. For more information, [click here](#).

IIR's **The Market Research Event 2014** will be held Oct 20-22 in Boca Raton. For complete information, [click here](#).

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