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December 2013 Client Newsletter

Dear Judi,

All of us at Customer Perspectives wish you and yours a festive holiday season and wonderful new year!

Judi

Client Use of Mystery Shops

We always tell our clients that the more ways in which they use their mystery shopping reports, the more value they obtain for their investment. Over the past 30 years, we have seen client in the banking, retail, hotel and restaurant industries use our reports in a variety of ways to improve both customer service and sales skills. Over the next few months, I will share with you some examples of how clients obtain the best value from our individual shop reports and data summaries.

A training tool: Some training directors, we have been told, use excerpts from our mystery shop reports as a discussion starter for training seminars on customer service or sales skills. They then ask employees in the group such questions as:

- What do you think of this person's performance?
- What did he do right?
- Could he have served the customer better/more efficiently?
- Did he miss an opportunity for a sale?
- What would you have done in this situation?
- If you were a customer, would you recommend our bank/store to your neighbors based on this interaction?

How "Hatesurfing" Can Help Your Business

Most of us have heard the statistic that it is about ten times more likely that someone will post a comment online about a negative experience than a positive one. It is not hard to believe if we just imagine our own experiences. When we are a satisfied customer, usually the easy thing to do is go merrily on our way. If the opposite happens, however, human nature is to seek retribution and the web is the perfect conduit.

Negativity is super easy to post online, and irresistible because of the side benefit of being able to influence people who you have never met. Add in the simplicity of Twitter and how it allows a constant stream of 140 character rants

... and anyone could be forgiven for describing the Internet as the biggest complaint box the world has ever seen.

Most social media advice you read will tell you to start by listening to what people are saying about your brand online. Find the negativity and you can engage people and hopefully turn their experience around. What if you took an even more extreme approach and dived headfirst into the negativity?

"HateSurfing" is a term that describes the act of going online specifically to read as many negative comments, blog posts, tweets and messages as possible to generate insights that can help you run your business better.

A simple example is going to any product's page on Amazon and only reading the 1-star reviews. Or you might do a targeted search on Twitter for "hotel" and "hate" to see what people are talking about that they hate about their hotel experiences, no matter where they are staying. There are three core principles that can help you effectively use hatesurfing to find useful insights for your business.

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

By Rohit Bhargava

Upcoming Events:

NDCM13: Where Marketing Meets Big Data - On Dec. 9-11 in Las Vegas.

For more info, [click here](#).

Annual Net Promoter Customer Experience Conference - Jan 30-31 in

Miami. For more info, [click here](#).

Analytics With Purpose: Behavioral Insights to Advantage - March 2-4 in

Coronado, CA. For more info, [click here](#).

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