

(Download free pdf) A Complaint Is a Gift: Recovering Customer Loyalty When Things Go Wrong

A Complaint Is a Gift: Recovering Customer Loyalty When Things Go Wrong

Janelle Barlow, Claus Moslash;ller

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Janelle Barlow, Claus Moslash;ller : A Complaint Is a Gift: Recovering Customer Loyalty When Things Go Wrong before purchasing it in order to gage whether or not it would be worth my time, and all praised A Complaint Is a Gift: Recovering Customer Loyalty When Things Go Wrong:

0 of 0 people found the following review helpful. I love this book, but please fix the Kindle formatting!By Deborah_in_ABQI love this book, but please fix the Kindle formatting! Most of the text is in italics, which makes it difficult to read, and many of the footnotes are not linked as they should be. It looks as if the print book went through

some automated process for becoming a Kindle book, and no one bothered to even look at it and see if it worked. I read the first edition of this book back in the day and I loved it then. I'm rereading it now, because the value has stuck with me all this time and I want to make sure it's all fresh in my mind as I go to work with a new customer service team. After reading this book, you'll approach every customer interaction from a new perspective which makes compassion and empathy natural and easy, even if the customer is yelling at you. Here's how I used the book at my previous company where I was responsible for about 80 customer service reps at a software company: we were about to host our first user's conference, and I was worried that our customers would use the opportunity to complain to each other instead of to us, so we created a "Complaint is a Gift Booth" in the hallway of the conference. We encouraged every attendee to visit the booth and register a complaint about ANYTHING at all (our software, our service, the conference, the hotel, even the weather!) and in return, they would receive an actual gift (we had three different little gifts made up, and customers could come back as often as they wanted). The employees we had staffing the booth (and eventually everyone in the company) were trained in the book's methodology, so when receiving each complaint, the first thing they did was thank the customer and be genuinely appreciative of the gift they were receiving. Then we went through an intake process that got all the details, no stone left unturned, then meticulously tracked and followed up on each and every complaint. The conference was a huge success, and I believe the Complaint is a Gift Booth made all the difference in both setting the tone for excellent customer service, and in shifting our entire company culture to view customer complaints differently. It became a permanent feature of each user conference and of our day-to-day customer service.

0 of 0 people found the following review helpful. I heard this author speak some time ago and really ...By Carole I heard this author speak some time ago and really appreciated the information she gave and more that was in the book. I recently revisited this book and realized it would apply in more than just the commercial customer service arena. I gave it recently to a minister friend of mine and realized there are customer service skills that would apply to any leadership position dealing with other people.

4 of 4 people found the following review helpful. Seeing complaints as a gift

By Sara Mencia Abre When you read this book you will understand how to handle customers complaints from a different point of view. It teaches you in a joyful and gracious manner how to handle complaints thru different points of contact: phone, face to face or written. You will be able to classify customers depending their character and reaction. One of the most valuable chapters in this book is the one where the authors describe the different levels that a customer pass thru his disguise. So you will be able to act as soon as you recognize the customer will take off your control. Great knowledge!

This is a very dynamic, funny book that will have you wake up all the time. Usefull for managers or front liners. For me, this book have been a truly gift!

The first edition of *A Complaint Is a Gift* introduced the revolutionary notion that customer complaints are not annoyances to be dodged, denied, or buried but are instead valuable pieces of feedback; in fact, they're your best bargain in market research. Customer complaints can give businesses a wake-up call when they're not achieving their fundamental purpose: meeting customer needs. Complaints provide a feedback mechanism that can help organizations rapidly and inexpensively strengthen products, service style, and market focus. Most importantly, complaints create a moment of truth when a customer who is deciding whether to return can be made even more loyal. Using numerous real-life examples, *A Complaint Is a Gift* shows precisely how to handle complaints in a way that brings benefit to your organization and satisfaction to your customers; even when you have to say no. The second edition features two brand-new chapters on receiving and responding to complaints of the Internet; a new section on how to deal with and take advantage of complaints that are directed at you personally; and, turning the tables, a section on how you can complain constructively and effectively. And throughout, the text has been heavily revised, with a wealth of new examples, tools, and strategies.

From *Scientific American* "This is simply a terrific book, chock-full of thought-provoking concepts and ideas that are just plain smart. I have found few business books to be this useful. I plan to review it regularly to keep me on top of my craft." "A complaint *Is a Gift* is itself a gift. This is a jewel of a book about the most important issue in the development of any person or organization--how to respond to feedback from others, especially when it isn't flattering or positive. Follow the authors' eight-step gift formula, and you'll be richly rewarded. ignore it, and you'll pay dearly." -- Jim Kouzes, coauthor of *The Leadership Challenge* and *Credibility*

From the Publisher *Complaints--the Key to Success* The first edition of *A Complaint Is a Gift* introduced a revolutionary notion: customer complaints are a valuable feedback mechanism that can help organizations rapidly and inexpensively strengthen products, service style, and market focus. In fact, they're the best bargain around in market research. Using numerous real-life examples, Janelle Barlow and Claus Mosler show precisely how to handle complaints to bring benefit to your organization and satisfaction to your customer--even when you have to say no. The second edition features a new chapter on receiving and responding to Internet complaints; a new chapter on how to deal with and take advantage of complaints that are directed at you personally; and, turning the tables, a section on how you can complain constructively and effectively. And throughout, the text has been heavily revised, with a wealth of new examples, tools, and strategies.

"The first edition of this book was a jewel. This new, completely updated version is even better. The new examples are

simultaneously instructive, touching, and entertaining. Research summaries are worth the read alone. They will shake up anyone who doubts the power of listening to your customers." --Jim Kouzes, coauthor of *The Leadership Challenge*; "This book is a gift in itself. The thinking is fresh; the logic, irrefutable; the examples of how to deliver excellent customer service, outstanding. Janelle Barlow and Claus Moslash;ller have a uniquely practical perspective on creating shareholder value through putting the voice of the customer at the heart of business strategy." --Craig Dinsell, Executive Vice President of Human Resources, Oppenheimer Funds Inc. "The new edition provides even more straight talk on communicating effectively with customers and practical advice for changing employee attitudes toward complaints." --John Goodman, Vice Chairman, TARP Worldwide