Cynthia Wheatley

Chapter Nine Homework

MKTG: Recovering Potentially Lost Customers

1. After reading the quote from Marshall Field as well as what we have gone over on this class so far I would have to agree that he is 100% correct. If a customer comes into your company and never tells you what complaint they had that made them displeased enough to never return, then how would you be able to correct your error to improve your service. Not only would you not be able to correct the problem but the word of mouth factor would hurt you as well, if this customer tells a few friends or family members then they tell others then look at all of the business you have lost right there as well.

When someone comes into your store with the intent to buy something it should mean that it is important that you realize that they are there to support you which in return do please you. Hearing a customer complain will at the end of the day help you please your customers in return. Even though it is hard to hear constructive criticism it’s even more important to know how to listen to it and learn from it. With recovery of fixing the problem it’s crucial to maintain a healthy attitude towards your customer so they will have the same attitude towards your company right back.

1. It is funny to hear that the term “the customer is always right” is not seen as a good motto because I have always questioned that motto myself. However I do agree with the fact that it’s more about the attitude the company or representative takes to solve the issue at hand that way it is a win-win relationship and not you are wrong I’m right. When a customer is blaming you for everything, it can feel like an attack and you could start feeling like dealing with these types of customers as a painful chore. Another way you could think of the situation of the complaint would be to think of it as an attitude of opportunity, by just accepting the problem and knowing it’s worth the challenge to stick it out and take this opportunity to build an even stronger relationship with your customer. Building a stronger relationship with your customer will in return give you a more loyal customer.

Applying the attitude of opportunity can be a little more difficult when dealing with a chronic complainer. Here are some things you can do, but first make sure this really is a chronic complainer. The chronic complainer is someone who is never satisfied and something is always wrong, however they are still your customer so do not dismiss them. You need to be patient and listen carefully and make sure their anger is not aroused, just be sympathetic, empathize, and apologize and make an honest effort to correct the problem. However when you are apologizing be careful to stay away from saying sorry, sorry has become an overused word it say in the book and I couldn’t agree more. Make sure you do not let the difficult customer get to you and don’t let their comments offend your personally and never ever get defensive with a customer it will never help improve the customer feedback. By using all of these strategies this will help insure a win-win situation.

With a win-win philosophy would be beneficial even when you look into the economics of it, how much money you would gain or lose without it. Because at the end of the day it’s not about who was right and who was wrong its more about realizing that customer recovery isn’t always easy, but it is tremendously profitable.