

Chapter 6: Action Item 4

Purpose of this assignment is to write a list of five ways that I can respond to negative situations positively, turn around customer complaints, and use “surprise and delight” to leverage otherwise negative situations.

Chapter 6 provided plenty of step by steps on how to diffuse negative situations when dealing with customers complaints. The first step in all of the five responses is that I will utilize the do not delete rule and respond ASAP. Following these initial steps will provide the customer with some sort of comfort knowing that I have acknowledge their complaint. Each customer that complains I will send them a personal handwritten card apologizing without admitting any wrongdoing.

- If a customer is dissatisfied with the quality of the products, I will provide them with another similar product or any product that they wanted.
- If a customer purchased one of my products and thought that they paid too much for it, I would provide them whit a 50 percent off coupon for their next purchase.
- If I had one of my major customers complained about the quality of my product, I would personally travel to their location, investigate their complaint, and provide them with full reimbursement.
- If there was complaint about the customer service of my company, I would personally call the customer and I will give them discounts based on the severity of their dissatisfaction.
- If one of my distributors where dissatisfied with the service that they were receiving from my employees I would have a meeting with the owner of the distributor. I would listen to their complaints and try to ensure them that whatever discretion they perceived will be corrected.

Chapter 7: Action Item 3

Purpose of this assignment is to determine formal or informal ways that I can reward my most loyal and influential customers in order to accelerate the positive word-of-mouth recommendations that they have. I am to provide what assets that I can offer and what expectations that I will have. I also need to explain how I can be assured that they are following the laws of the land and disclosing to their friends what they received from me.

I need to formally agree with what the book pointed out in that most positive remarks about a company goes without any recognition; most companies are more worried about putting out fires from disgruntled customers. I will try to respond to all post on my social media outlets in a formal way. The assets that I can offer to some of my regular supports are clothing, memorabilia, discounts, and simple thank you. I would also

follow them on their social media accounts responding to various post. For some of my most influential supports I will try to do something special; for instance if there were an individual with 1,000 plus followers I would try to host a birthday party supplying my products. This will do a few things, its free promotion and it is rewarding great stewards of my company. What I would expect from some of my supports are simply thank you post, post of pictures of my product, and the continued interaction on my post, images, and pages. My post will not be generic I will try to specialize each of my responds that will be tailored to the post.

In terms of ensuring that my supports are following the laws of the land and disclosing to their friends, what they received from me is a bit tricky. I would not request that they disclose anything but I will repost their responds on my social media outlets.