



Share it!      

Friday 24 April 2015 [Chip Fox](#) 

The Wise Marketer

Customer Strategy Network

[Membership Account](#)

[Profile](#)

WHAT'S HOT

FEATURES

EVENTS

DIRECTORY

SEARCH

NEWS

RESEARCH

OPINION

LOYALTY GUIDE

THE WISE MARKETER

Complaining customers are the best motivators

 Print!
 Keep!

Wednesday April 15, 2015

 Tweet



There is a breed of customers who should be encouraged and nurtured: complainers, according to international customer service strategist John Tschohl. These are the customers who go out of their way to make sure things are done properly; the ones who make sure the customer behind them in line does not have to experience bad service; the ones who take a few minutes to show corporations what they need to do - or do better - to earn their business.

The average person today can take a problem viral in hours. Now, thousands hear about problems within 24 hours. The average person has 130+ friends on Facebook and has numerous connections on LinkedIn, Twitter, etc. They've got venting down pat but that does nothing to solve the problem.

"In my book, 'The Customer is Boss', I show you how to complain correctly. Most people begin their complaint with the person they are complaining about. Not a good idea," said Tschohl.

It all starts at the bottom and many people don't believe it will do any good - and they are often right. After all, if the complaint comes in at the bottom level, they surely are not going to send it on up to management to show what a terrible job they did of handling it.

"I don't consider people complainers, I think of them as my motivators," explained Tschohl. "Why? Because they motivate me and my staff to give them what they need, to do what is right and to have these same complainers (motivators) leave with a smile on their faces. I tell everyone that they have the right to a good experience, a quality product, and top of the line customer service. I also tell everyone that it's their responsibility to let the appropriate channels know when there is an issue. You deserve quality and top notch performance."

A common complaint is that people hate their bank but they haven't left yet. Ask them why and they say it will simply take too much time and they are all the same anyway. "But no, they are not all the same. Let your bank know that you are considering leaving and what processes, procedures, charges offend you, and let them know you will stay if they make some adjustments. All you have to do is let them know what you want," says Tschohl.

Your customers should not feel the need to be apologetic when complaining about bad service, either. They are doing you a favour by complaining (motivating) and letting you know what's gone wrong, and who needs to be done to fix the problem for future customers - effectively helping you create the maximum number of satisfied customers possible.

"Two companies that I feel have set the bar high on taking care of customers and consistently rating at the top of customer satisfaction are Disney and Amazon. Polls show that their

Email someone this page...

Who should we send it to?

What do you want us to say?

Copy me in

Email it now!

GAIN MORE LOYAL CUSTOMERS

The Loyalty Guide 6 takes loyalty to a new level with new strategies, metrics, tools, best practices, trends & forecasts, market data, sector case studies, social, mobile, web, email, Big Data and more!



Join nearly 15,000 other loyalty and marketing professionals and get our free weekly news roundups...

Sign Up For Free

themarketingguide

A detailed guide to new, effective marketing strategies: email, web, social/local/mobile, print, coupons, marketing metrics, ROI & forecasts

ONLY £197 + INSTANT DOWNLOAD

THE MODERN MARKETING BIBLE

customers are overwhelmingly happy and will continue to come back," concluded Tschohl. "Research has shown that customers with issues that are resolved quickly can often turn into loyal customers and even brand advocates."

More Info: <http://www.customer-service.com>

> [The Customer Loyalty Marketing Guide](#)

 [Tell a friend](#) or  [Tweet](#)

In related news...

- [5 ways to appeal to Millennial customers](#) (4 Aug 2014)
- [Customers are controlling the marketing mix](#) (15 Jul 2014)
- [Restaurant customers' loyalty varies by generation](#) (14 Jul 2014)
- [Europe lagging at keeping its customers happy](#) (20 May 2014)
- [Loyalty tiers leave customers confused](#) (8 May 2014)
- [Mobile telcos can't see their customers leaving](#) (25 Apr 2014)







A WORD FROM THE WISE MARKETER'S PUBLISHER...



The Marketing Guide - your complete guide to effective marketing - fresh ideas, strategies, trends, metrics and more (PDF, 373 pages)









Download a working sample [here](#)

Subscribe and follow...

-  Get our [free weekly newsletter](#)
-  Follow us on [Twitter](#)
-  Follow us on [Facebook](#)
-  Follow us on [Google+](#)
-  Follow us on [LinkedIn](#)
-  Access our [RSS news feed](#)

Hot off the presses...

What's been happening recently?

-  **Four essentials for Digital Operations Management** - We live in a global digital economy with over a billion websites, and the battleground for customers now focuses firmly on who can offer the best digital experience, according to Amanda ...
-  **Contact Centres: Marketing Friend or Frenemy?** - Marketers in every sector are naturally showing a growing interest in the customer journey, which was traditionally an area 'owned' by the contact centre, according to Andy Smith, head of ...
-  **Taking the Loyalty Cake: Beyond Birthday Rewards** - If there is one go-to strategy loyalty marketers use to turn occasional shoppers into rapt customers, it is evidently through enhanced birthday presence. The challenge now is making those ...
-  **Aeroplan teams up with the 2015 Pan Am Games** - In Canada, the popular Aeroplan coalition loyalty programme has been appointed as the official loyalty programme supplier for the Toronto 2015 Pan Am/Parapan Am Games this Summer. The deal ...
-  **Indian firms seek dynamic marketing automation** - Increased usage of Internet and mobile media has intensified efforts from public and private enterprises to focus on digital marketing, according to research in India by Frost & Sullivan ...
-  **Spring has finally sprung for US retailers** - Consumer shopping activity was relatively flat in March 2015 compared to the same month in 2014, despite having clearly rebounded from a more lethargic February, according to a retail benchmarking ...
-  **Consumer backlash over using their first names** - Just under 50% of consumers are not happy to be addressed on a first-name basis by brands even if they've given their first name when signing up for marketing content or newsletters, according ...
-  **Multichannel customer journeys 'a struggle'** - Companies are struggling to join up the customer journey because of the growing number of touchpoints across the digital and physical worlds, according to research by Econsultancy and ...

- ➔ **Why that weekly email blast isn't working now** - The art of segmentation - that is, splitting a target audience into groups so that each can be targeted in different ways - is evolving fast, as deeper and broader sets of online consumer data ...
- ➔ **Consumers divided on personal retail experiences** - US consumers say they want a more personalised retail experience and yet they are seriously divided when it comes to retailers' tactics and the types of personal information they feel ...
- ➔ **Millennials seek more digital self-service** - More than half (55%) of Millennial consumers say that their customer service expectations have increased over the last three years, and more than half say they have stopped doing business with at ...
- ➔ **Retailers fail at multi-channel experiences** - Despite significant investment in digital channels, UK retailers are still only answering just over half (55%) of routine customer questions asked via the email, Twitter and web channels ...
- ➔ **Marketers in danger of taking email for granted** - Marketers are in danger of taking email marketing for granted even though it is still a top rated channel for delivering return on investment (ROI), according to research from by Econsultancy ...
- ➔ **Loyalty schemes aren't engaging enough** - Loyalty programmes have not evolved with the digital age and are failing to engage consumers, with active participation rates often being dangerously low and 89% of social media opinions about loyalty ...
- ➔ **CEO vs CIO: The trouble with customer data** - Making the most of information is a priority for many businesses. However, a study by information management firm Iron Mountain has found that a lack of understanding between those who manage and ...
- ➔ **Complaining customers are the best motivators** - There is a breed of customers who should be encouraged and nurtured: complainers, according to international customer service strategist John Tschohl. These are the customers who go out of ...
- ➔ **Luxury brands' innovations are earning respect** - Luxury brands are generally doing a satisfactory job of meeting the standards of younger high-end shoppers (who are notably more approving than baby boomers of current trends in several ...
- ➔ **Payment tech raises consumer expectations** - British shoppers are taking to new technologies enthusiastically as they browse and pay for goods and services, according to a study by VeriFone, which suggests that these advances carry with them ...
- ➔ **Consumers and Retailers at odds over technology** - Despite a growing demand from consumers for an increased use of technology in stores, retailers are still lagging far behind in technology adoption, according to research from tablet-based ...
- ➔ **Consumers more motivated by loyalty than ever** - Enrolment levels in consumer loyalty programmes have reached an all-time high as Canadian consumers continue to consider them

valuable and credit them with influencing shopping behaviour ...

... **Never miss anything important** - join nearly 15,000 marketing professionals and get our free weekly newsletter, written by marketers for marketers - [sign up here!](#)

the loyalty guide Volume 6
NEW EDITION!

NEW loyalty strategies, metrics, tools, best practices, trends, forecasts, market data, detailed case studies help with big data, social, mobile & digital marketing

- LOYALTY GUIDE
- MARKETING GUIDE
- BACK ISSUES
- ARCHIVES
- TOPICS
- MY CLIPBOARD
- SIGN UP!
- DIGEST
- REGIONS
- SITE MAP
- FAQ/CONTACT
- PRIVACY
- TERMS
- ABOUT US
- SEND A PRESS RELEASE

THE WISE MARKETER

Published by Wise Research Limited. Copyright © 2000-2015 The Wise Marketer. All rights reserved.

