
Customer Care Part 3

If the response is negative then learn from it!

You took my advice, picked up the phone and dialled a past client only to be told your client was dissatisfied. Don't despair - this is the cheapest market research you will ever get so capitalize upon it! There is always a chance to fix it and turn the unhappy client into a repeat customer.

Don't get embarrassed or defensive:

Firstly apologise and mean it. See it from your client's point of view and if it is a genuine complaint, agree that is how you would have felt under the same circumstances.

Ways to turn it around:

- Ask "How could I have done it better?" or "How could I have improved?"
- Listen and learn from the feedback - you have the opportunity to create a better product/service without the cost of researching your market!
- If appropriate, ask if you can fix the misunderstanding. With thought you can convert an unhappy client into an impressed one at this point.
- Thank them for taking the time to share their views, say how important this is for your business and you hope to do business with them again.

The winning converter:

- If you do action the feedback, ring the client when you are ready to trial the enhanced product/service.
- Say you appreciated their feedback, acted upon it and want them to be the first to trial it at no cost/reduced cost.

Instead of sourcing new clients, look no further than your existing client base!

Sherryn McBride is a freelance marketer, copywriter and industry trainer with 25 years practical experience. For easily understood marketing talk without breaking the budget or to purchase CDs and ebooks from the "Making Sense of Marketing" series click on www.marketingtalk.com.au or www.marketingtalkonline.com.

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