

HARNESS CUSTOMER COMPLAINTS TO FUEL YOUR SUCCESS

A WHITE PAPER.

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NO ONE LIKES CRITICISM.

When you feel you're doing all you can to satisfy your customers, those negative comments can really sting. And let's be honest. **Customers don't walk in your shoes.** They don't know an outside vendor caused an issue, or that the new website your team worked so long on is 99.6% functional. Your customer doesn't know what keeps you up at night or how hard you've been working to create a better customer experience just to hear their complaint. Small wonder many companies adopt a Sgt. Schultz approach to feedback – "I hear nothing. I see nothing."





If that describes you, you're missing out.

YOU NEED TO CHANGE YOUR MINDSET.

Customer feedback and data mining for customer data are mother lodes of data that can help you improve your product, service, process, team, communications, not to mention your overall operations.

**ONLY 4% OF CUSTOMERS
WHO HAVE A COMPLAINT
WILL ACTUALLY TELL YOU.**

That leaves the other 96% to tell someone else. The exponential negative impact of unharnessed feedback is huge.

ON THE OTHER HAND,

When you sincerely ask for and listen to customer feedback, your customers are more inclined to talk to you rather than someone else.

Specific feedback can also be incredibly enlightening, highlighting pain points and service gaps you need to address.



The key to gathering direct customer feedback is to have a process in place that collects, analyzes, and implements improvements.



COLLECTS



ANALYZES



IMPLEMENTS

THE ANSWER?

Using something like a Net Promoter Score (NPS) as an engagement tool is a great way to take a “temperature check” with your customer by using a simple ten-point scoring system and a comment field. To incorporate NPS into your customer’s online experience, consider specialized customer service software that invites, gathers, and analyzes feedback as well as ensuring customer feedback is acknowledged and addressed.

WHERE TO BEGIN?

If you're interested in learning more about how customer service software and data analysis can help grow your business, contact Treehouse Technology Group



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