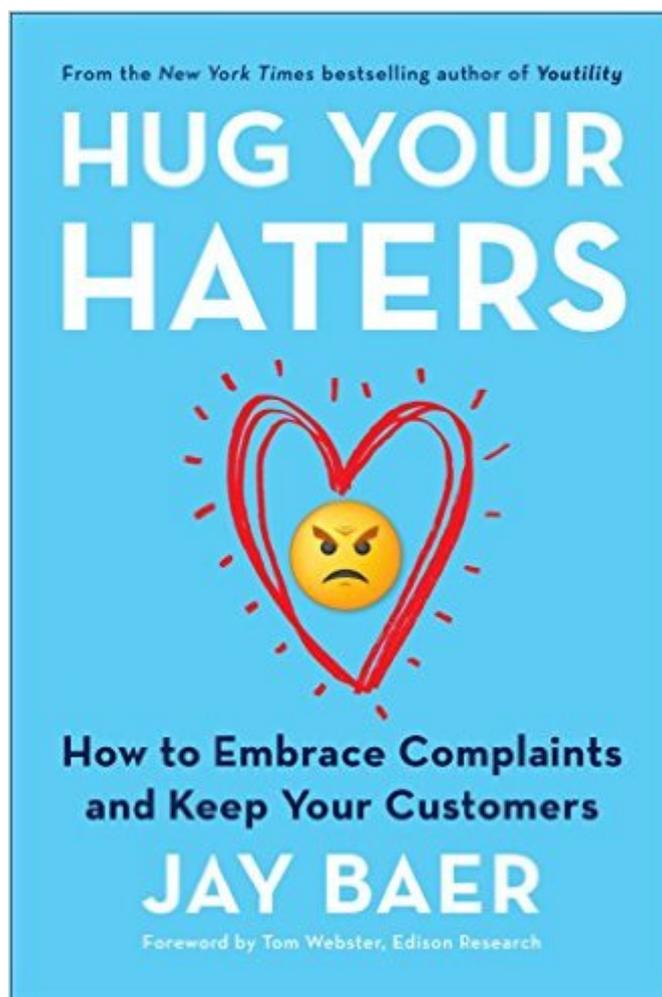


The book was found

Hug Your Haters: How To Embrace Complaints And Keep Your Customers



Synopsis

Haters are not your problem. . . . Ignoring them is. Â Eighty percent of companies say they deliver outstanding customer service, but only 8 percent of their customers agree. This book will help you close that gap by reconfiguring your customer service to deliver knockout experiences. Â The near-universal adoption of smartphones and social media has fundamentally altered the science of complaints. Critics (â œhatersâ •) can now express their displeasure faster and more publicly than ever. These trends have resulted in an overall increase in complaints and a belief by many businesses that they have to â œpick their spotsâ • when choosing to answer criticisms. Â Bestselling author Jay Baer shows why that approach is a major mistake. Based on an extensive proprietary study of how, where, and why we complain, Hug Your Haters proves that there are two types of complainers, each with very different motivations: Â Â Offstage haters. These people simply want solutions to their problems. They complain via legacy channels where the likelihood of a response is highestâ • phone, e-mail, and company websites. Offstage haters donâ™t care if anyone else finds out, as long as they get answers. Â Onstage haters. These people are often disappointed by a substandard interaction via traditional channels, so they turn to indirect venues, such as social media, online review sites, and discussion boards. Onstage haters want more than solutionsâ •they want an audience to share their righteous indignation. Â Hug Your Haters shows exactly how to deal with both groups, drawing on meticulously researched case studies from businesses of all types and sizes from around the world. It includes specific playbooks and formulas as well as a fold-out poster of â œthe Hatrix,â • which summarizes the best strategies for different situations. The book is also filled with poignant and hilarious examples of haters gone wild, and companies gone crazy, as well as inspirational stories of companies responding with speed, compassion, and humanity.Â Whether you work for a mom-and-pop store or a global brand, you will have hatersâ •and you canâ™t afford to ignore them. Baerâ™s insights and tactics will teach you how to embrace complaints, put haters to work for you, and turn bad news into good outcomes.

Book Information

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Customer Reviews

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "Hug Your Haters: How to Embrace Complaints and Keep Your Customers" by Jay Baer. Do you feel like you're getting more complaints from customers these days? You might be, even if you run a tight ship. That's because technology, particularly social media, has evaporated the barriers of complaint. And while 80 percent of businesses think they deliver "superior" customer service, only 8 percent of customers agree. So while it's human nature to want to ignore customer complaints or wish that they would go away, "Hug Your Haters" explains why you actually want to encourage complaints of any kind. Sort of like driving on ice and steering into a skid to regain control of your car, it may seem counterintuitive to want to seek out customer complaints, but that's where the money is. Jay Baer explains that "haters are the canary in the coal mine." 95% of unhappy customers will not complain. They will just go away. But that five percent of your unhappy customers who do care enough to complain give you a roadmap for how to fix whatever ails your business and increase your customer retention. And a five percent increase in customer retention boosts profits by 25 to 85 percent. In Hug Your Haters, Jay Baer's research has shown that by properly answering every complaint, in every channel, every time, you not only will increase customer loyalty and word of mouth, but you will also find a valuable source of real time feedback to dramatically improve your company's competitiveness and profitability. The book has lots of examples of businesses of all size who have adopted this approach and who are handsomely profiting because of it.

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