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Autore	Barlow Janelle <1943->
Titolo	A complaint is a gift [[electronic resource]] : recovering customer loyalty when things go wrong // Janelle Barlow, Claus Møller
Pubbl/distr/stampa	San Francisco, Calif., : Berrett-Koehler Publishers, c2008
ISBN	1-282-29927-1 9786612299278 1-57675-946-6
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (305 p.)
Collana	0
Altri autori (Persone)	MøllerClaus <1942->
Disciplina	658.8/343
Soggetti	Consumer complaints Customer services Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 251-271) and index.
Nota di contenuto	A complaint is a gift strategy -- Complaints: necessary evil or opportunities? -- Capitalizing on complaints -- Why most customers don't complain -- In the mind of the complaining customer -- The gift formula -- Creating better customers with goodwill -- When customers go ballistic -- It's all in the words: responding to written complaints -- From a whisper to a global shout -- When feedback gets personal -- When you complain, make sure you are giving a gift.
Sommario/riassunto	A completely revised and updated edition of one of the first books to show that customer complaints are actually valuable sources of feedback that can be used to improve an organization's goods and services. Features new chapters on the Internet, not taking complaints personally, and complaining effectively yourself, as well as new examples, tools and strategies.