



# A Complaint Is a Gift: Recovering Customer Loyalty When Things Go Wrong

*Janelle Barlow, Claus Møller*

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The first edition of *A Complaint Is a Gift* introduced the revolutionary notion that customer complaints are not annoyances to be dodged, denied, or buried but are instead valuable pieces of feedback – in fact, they're your best bargain in market research. Customer complaints can give businesses a wake-up call when they're not achieving their fundamental purpose: meeting customer needs. Complaints provide a feedback mechanism that can help organizations rapidly and inexpensively strengthen products, service style, and market focus. Most importantly, complaints create a moment of truth when a customer who is deciding whether to return can be made even more loyal.

Using numerous real-life examples, *A Complaint Is a Gift* shows precisely how to handle complaints in a way that brings benefit to your organization and satisfaction to your customers – even when you have to say no. The second edition features two brand-new chapters on receiving and responding to complaints of the Internet; a new section on how to deal with and take advantage of complaints that are directed at you personally; and, turning the tables, a section on how you can complain constructively and effectively. And throughout, the text has been heavily revised, with a wealth of new examples, tools, and strategies.

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