How Complaining Customers May Be Good For Your Business

There is perhaps nothing more discouraging than the first time your business gets a poor review. You get used to it eventually and your skin thickens – your company is a business and you do what needs to be done to ensure that everything keeps running smoothly and that you can get to any customers with legitimate concerns. However, even if you are an experienced business owner, you may be surprised at how much a negative review online can hurt your chances of selling and getting new business. It might seem futile, but there is a way that you can turn it around so that it becomes positive publicity for your company.

The Right Way To Deal With Complaints

Whenever you see a complaint online, try to address it straightaway. Waiting too long may solidify your reputation as a business that does not care. Acknowledge the customer and the problem that they have, apologize for the inconvenience and assure them that it will not happen again. It does not have to exactly be this way, but these are the basics and if you follow them, you will look good and your customer will appreciate you getting back in touch with them.

If their complaint was made on social media, reply on social media or on your blog – remember to leave the customer’s personal details out of these. You may be surprised to find that not only is your customer much more likely to recommend you than if it had all gone smoothly in the first place, but also that people who stumble upon this negative review and see that you are doing something to address are more likely to take a chance on you because their perception of your level of customer service and care. If you do this enough times, your company’s reputation will be defended by your followers and your level of customer care may become the thing that sets you apart from your competitors. Remember that complaints are not entirely bad when you see one and that you can use them to your advantage.