

# Complaint Management Excellence: Creating Customer Loyalty through Service Recovery

*Sarah Cook*

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**Sarah Cook : Complaint Management Excellence: Creating Customer Loyalty through Service Recovery** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Complaint Management Excellence: Creating Customer Loyalty through Service Recovery:

0 of 0 people found the following review helpful. ... many books on this subject I found it very useful. It is comprehensive and covers aspects from standard ...By LindaConsidering I couldn't find too many books on this subject I found it very useful. It is comprehensive and covers aspects from standard complaints handling to those

reaching a mediation stage. An easy read also, me being a Romanian. 1 of 1 people found the following review helpful. Well-reasoned guide to becoming more profitable by handling complaints with care By Rolf Dobelli Many companies minimize or even ignore customer complaints. As customer service consultant Sarah Cook explains, such a policy is always counterproductive. Complaints can guide astute businesses to improve their products and services and their relationships with their clients. Cook's insightful manual teaches firms how to turn objections into opportunities to win customer loyalty. In Cook's view, every complaint your organization handles well converts an unhappy buyer into a happy one, secures future loyalty and leads your company to the root causes of its problems. Although much of Cook's advice already is - or should be - second nature at most successful service organizations, her manual is a timely reminder that in difficult economic times the customer rules. getAbstract recommends Cook's advice to customer service professionals and to managers looking to improve responsiveness to consumers and, thus, their profits.

Across the global economy, customers' expectations are continually rising - but many companies fail to deliver against those expectations. With the rise in social media, customers are becoming more vocal in expressing any dissatisfaction, which can both lose existing customers and alienate potential new ones. Complaint Management Excellence provides practical advice, tools and techniques for managers to adopt when managing any complaints that come into their organisation. In order to arrive at a culture where complaints are welcomed, the underlying values, processes, structure, strategy and people within an organisation all need to be aligned with, and respect, customer needs. Not only does this improve the long-term prospects for the company itself, but can have a tremendous knock-on effect in terms of boosting employee morale and engagement. With case studies from companies as diverse as John Lewis, Waitrose, DHL, Hilton Hotels, the Starwood group (including Four Seasons and Ritz Carlton hotels) and BT, Complaint Management Excellence explains what customers are really looking for when they make a complaint, how to avoid conflict and how managers can lead culture change to ensure the best experience for all customers and clients.

"Cook's insightful manual teaches firms how to turn objections into opportunities to win customer loyalty. ... Although much of Cook's advice already is - or should be - second nature at most successful service organizations, her manual is a timely reminder that in difficult economic times the customer rules. getAbstract recommends Cook's advice to customer service professionals and to managers looking to improve responsiveness to consumers and, thus, their profits." --getAbstract Professionals involved in customer service; customer facing departments who field initial customer calls; senior managers who are looking to enhance their customer service credentials. About the Author Sarah Cook is a founding member and CEO of Stairway Consultancy Ltd. in the UK. She has experience in leadership and consulting and has spent much time helping both public and private organizations improve their customer service and develop their leadership. Cook has authored several books including Change Management Excellence, published by Kogan Page.