



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

Janelle Barlow, Claus Moller

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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 that can be used to improve an organization's products and services. This new edition has been thoroughly revised and updated. There are two brand new chapters on the Internet, a new section entitled *Handling Complaints Directed at You* and another new section that turns the tables and discusses how the reader can complain effectively. More relevant than ever in today's constantly connected world, when customers can complain instantly, 24/7, and broadcast their dissatisfaction around the world if they choose to, throughout the text has been heavily revised, with a wealth of new examples, tools and strategies.

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