

5 TIPS for Responding to CUSTOMER Feedback

1



THINK BEFORE YOU ACT
STEER CLEAR of angry rants, foul language, or name-calling.

2

CONTROL YOUR EMOTIONS
COMPOSE yourself before you respond and be professional.



3



MASTER THE ART OF APOLOGY
APOLOGIZE (more than once!) even if you think you are 'right'.

4

REVIEW YOUR RESPONSE
Do the 'NEWSPAPER TEST' - How would you feel if the response went front page



5



BE YOUR BRAND
Remember, what you say online is there FOREVER.