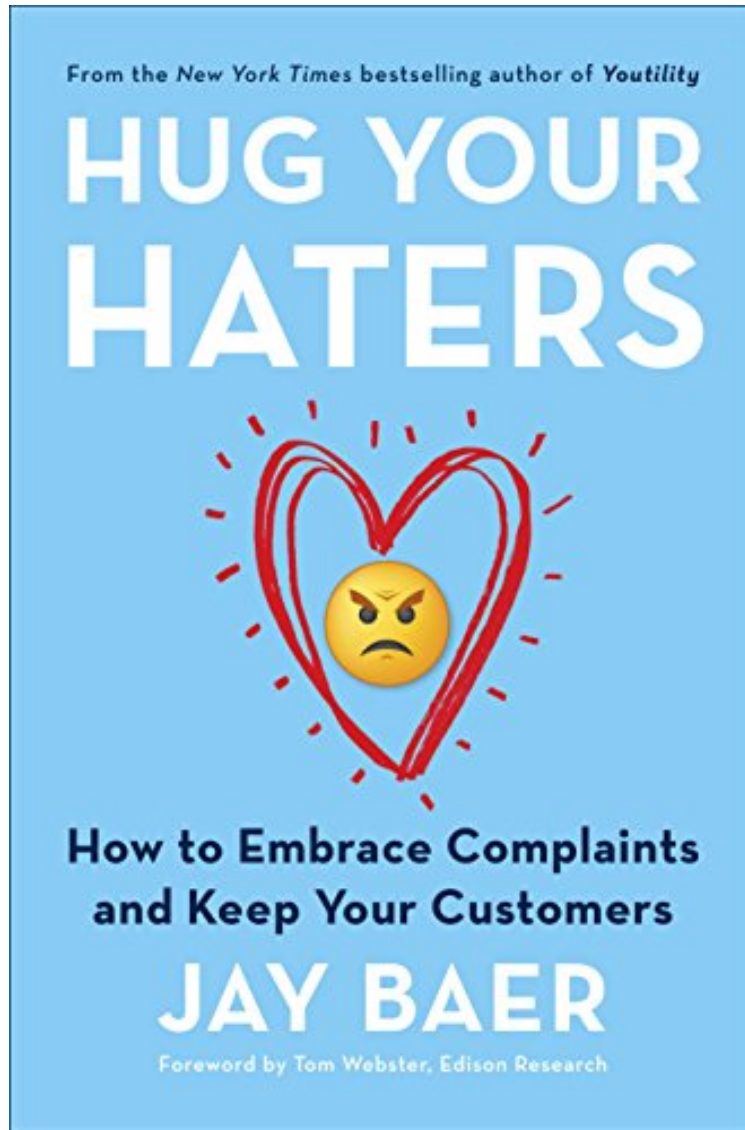


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Hug Your Haters: How to Embrace Complaints and Keep Your Customers

Jay Baer

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Jay Baer : Hug Your Haters: How to Embrace Complaints and Keep Your Customers before purchasing it in order to gauge whether or not it would be worth my time, and all praised Hug Your Haters: How to Embrace Complaints and Keep Your Customers:

0 of 0 people found the following review helpful. Haters it's time to FINALLY get the love you deserve!By Kyle"Every brand has the potential to delight or enrage";I wish that more brands businesses would just embrace this type of mindset when it comes to customer support. At all my companies, I encourage everyone to refer to

customer support as 'customer happiness.' Now while this little switch might sound simple little, the fact is that it can reap big rewards when used in your business. Don't ever discount your audience their ability to become your most loyal brand advocates. Some of the things you'll pick up in this book...- 5 Benefits of Hater Hugging- Why Customer Service is Not Just a Spectator Sport- The Playbook For Hugging Your Haters "Grab yourself a copy starting giving out more hugs today!" Kyle, Chief Experiment Officer digitalconversionlabs.com 2 of 2 people found the following review helpful. Kindle Version Missing By Customer I heard Jay Baer on the Art of Charm podcast. I finished the book in one sitting it is pretty good. I like Baer's approach, specifically how he relies heavily on data. My main issue (which I am expressing as an onstage hater) is that the Hatrix is missing in the Kindle book! It is the most important piece of the authors thesis! The book states that "(A poster of the Hatrix is available within these pages, and it is free and downloadable at HugYourHaters.com as well. Take a moment to grab it now, and keep the Hatrix in your office to remind you of these key points.)" but the website states "The Hatrix is included in every copy of Hug Your Haters. Order the book now to get it in your hands." Not really nitpicking here but it's disappointing that a very important piece of the book is missing.... 1 of 1 people found the following review helpful. This Book Works By Franco Salerno Any one who interacts with customers on any level should buy this book. The strategies, advice and techniques are magic. I started using some of the advice in the book before even finishing it and I was amazed at how effective it was. Not only is the advice useful, it also allowed me to manage the stress of dealing with some difficult situations. This was the best marketing money I've spent in two years.

Haters are not your problem. . . . Ignoring them is. . . . Eighty percent of companies say they deliver outstanding customer service, but only 8 percent of their customers agree. This book will help you close that gap by reconfiguring your customer service to deliver knockout experiences. . . . The near-universal adoption of smartphones and social media has fundamentally altered the science of complaints. Critics ("haters") can now express their displeasure faster and more publicly than ever. These trends have resulted in an overall increase in complaints and a belief by many businesses that they have to "pick their spots" when choosing to answer criticisms. . . . Bestselling author Jay Baer shows why that approach is a major mistake. Based on an extensive proprietary study of how, where, and why we complain, Hug Your Haters proves that there are two types of complainers, each with very different motivations: . . . Offstage haters. These people simply want solutions to their problems. They complain via legacy channels where the likelihood of a response is highest—phone, e-mail, and company websites. Offstage haters don't care if anyone else finds out, as long as they get answers. . . . Onstage haters. These people are often disappointed by a substandard interaction via traditional channels, so they turn to indirect venues, such as social media, online review sites, and discussion boards. Onstage haters want more than solutions—they want an audience to share their righteous indignation. . . . Hug Your Haters shows exactly how to deal with both groups, drawing on meticulously researched case studies from businesses of all types and sizes from around the world. It includes specific plays, books and formulas as well as a fold-out poster of "the Hatrix," which summarizes the best strategies for different situations. The book is also filled with poignant and hilarious examples of haters gone wild, and companies gone crazy, as well as inspirational stories of companies responding with speed, compassion, and humanity. . . . Whether you work for a mom-and-pop store or a global brand, you will have haters—and you can't afford to ignore them. Baer's insights and tactics will teach you how to embrace complaints, put haters to work for you, and turn bad news into good outcomes. From the Hardcover edition.

The best-selling book on modern customer service and how it's being disrupted by social media and mobile.