



## Presents: *New Findings in Customer Service*

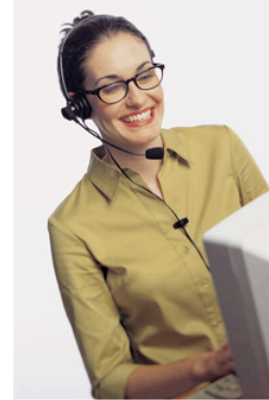
### **New Concern : Customer Service Leaves Many Consumers in a “Rage”**

Winter 2004/2005

By Raymond Flandez, Wall Street Journal, November 14, 2004

An increasing number of Americans report being extremely upset with how a “serious” complaint of theirs was handled by customer service, according to a new survey by the Customer Care Alliance. This year’s report found that 73% of those that had a product or service problem experienced what the CCA termed “customer rage,” a five percentage-point increase from the group’s 2003 report. Only 16% of the respondents said they felt completely satisfied or received more than they asked for. More than half of the complainants felt that they received nothing from the companies that caused their problems.

...The study concluded that the majority of complainants did not want a free product or service from the companies. Nor did they want compensation for their troubles... the respondents would have settled for an explanation, an apology, a chance to vent their frustrations, and assurance that the problem won’t occur again.



### **The Madison-Burns Solution:**

Your Customer Service Agents can learn to:

- Anticipate Customer needs
- Listen actively to customer concerns
- Shape the customer perception
- Provide Solutions
- Manage challenging situations
- Shape the conversation

*The report found that more than half of the respondents decided never to do business with the company again, or threatened to talk with management. A quarter yelled or raised their voice, while 6% cursed or used profanity.*

WSJ Nov 14, 2004

*Service Excellence* is designed to enhance or develop the specific skills necessary to provide customers, both internal and external, with exceptional service and support. By learning a process for handling service interactions, particularly when customers are upset, participants are better able to manage the stress and challenges of being on the “firing line.” *Service Excellence* introduces participants to the most current concepts and skills necessary to be professional service providers.

*“In any service encounter ... perception is reality. That is, what really matters is how the customer interprets the encounter.”*

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