

Bazyn Communications Making the Impossible Possible Newsletter

Summer 2019

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For positive inspiration, contact Bazyn Communications
“True Vision with Insight”

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Dear Readers,

Since it's summer in 2019, have you considered how much you've accomplished this year? We often don't take the time to reflect on the positive influence we've had on others. Each day, as we handle our daily tasks and conquer obstacles, it's important to take the time to be grateful for all we have. I hope to inspire more people each day and hope you do too. Our positive attitude toward life does help others.

Please read the article I wrote a few months ago "**HOW TO HANDLE CUSTOMER COMPLAINTS AND NEGATIVE REVIEWS**" below my signature. As a business coach, I try to keep clients motivated and on target. Take advantage of my free consultation.

In recent months, my travels included Las Vegas, NV; Washington, DC; Des Moines, IA; Denver, CO; Sacramento, CA; New Orleans, LA; Lawton, OK; and Fresno, CA. In the next few months, I'll be flying to Rochester, NY; Tulsa, OK; Sioux Falls, SD, Sacramento, CA; and Denver, CO.

To give organizations and corporations discounted speaking fees, I try to coordinate events and trainings. Please let me know about events or possible speaking opportunities in these and other areas, since I'm always adding cities to my itinerary.

Have a productive and happy summer!
Ardis Bazyn



**HOW TO HANDLE CUSTOMER COMPLAINTS
AND NEGATIVE REVIEWS**

By: Ardis Bazyn

Businesses need positive public relations and publicity. For this reason, most businesses have an email information list or newsletter, website, Facebook page, and/or LinkedIn accounts. Some may have other social media sites or a blog as well. Positive reviews and feedback matter. The more positive your customers are, the more trust and confidence they will have in your business. Positive reviews lead to more business and referrals.

If not handled correctly, any complaint or negative review could lead to negative thoughts or reactions toward your business. What happens when your business receives complaints or negative comments? Do you have procedures in place to handle them? What are the best steps to take after you receive them?

Communicate. Don't ignore any feedback, negative or positive. Responding is your opportunity to correct the situation. Your response shows your side of the story and what steps you are taking to keep any negative action from occurring again.

Sympathize with them and apologize for not meeting their expectations. Explain in a friendly way and, if appropriate, offer a solution. Offer a refund, gift certificate, or a discount for another day. Make sure to mention your response in any written communication.

If the customer didn't leave details and you're not clear about their negative comment, explain your business strives for the best products and service possible. Apologize for not providing the level of service expected. State your willingness to follow-up in a positive manner. Try to walk away with a win-win outcome.

Responding to any negative feedback as soon as possible is best. A simple "I'm sorry our product or service did not meet your expectations." or "My business strives to provide exceptional service to our customers and is extremely disappointed this happened."

Take advantage of the opportunity to talk with them about what could have been handled better. Put your best and most recent reviews first when you can. Continue working hard to get those positive reviews. These will make the negative reviews less harmful and will start to increase your overall rating. When you get positive comments, promote them. Share them on your social media pages and feature them on your personal website.

Respond to your positive reviews with a thank you because it gives you a chance to show your welcoming spirit to other potential customers. Write up a specific short, personalized thank you. Have a policy for employees if you have them follow-up on complaints or reviews. Your positive actions likely to improve your business.



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