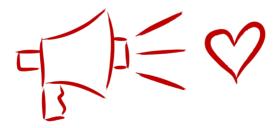
The Most Rewarding Way to Improve Profitability

Replacing the negative emotion



Catherine Brys

A disappointing customer experience leads to negative emotions – emotions that are tainting your CX. How you deal with the situation speaks volumes.

At the minimum you need to neutralise that negative emotion. To avoid losing the customer and generating bad word-of-mouth.

But it is also your chance to impress your customer. So much so that they become more loyal – and even recommend you.

When things go wrong you have an opportunity to turn a critic into an ambassador.

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