

WHITE PAPER:

Too Close To The Trees

Occasionally, we all need to take a deep breath.

So, this blog is written for those businesspeople who work hard to correct and handle image problems, both real and perceived. It's written for those who work hard to increase customer satisfaction, trying to squeeze out an approval rating of 9.6 instead of 9.4. It's for those who can name every major issue customers have had with a brand or company, and quote the official company stance on each.

To those people, I say back away slowly. Relax for a moment.

You are so caught up in your work that you don't realize the single biggest complaint most people have with your company is probably...

Nothing!

Recently, we studied an organization in an industry that has taken a beating in the world of public opinion. We asked their customers, "Can you think of anything you don't like about this company?"

The answer we heard most often was "no."

We asked, "Is there anything you wish this company would change to serve you better?"

Again, the answer we heard most often was "no."

We asked, "What one thing would you like this company to do that it is not doing now?"

Most people answered, "Nothing."

We surveyed another industry, asking "What do you dislike the most about this company?"

The most frequent answer was "nothing." Everything was fine.

So why the disconnect? Don't your customers care?

It gets back to the old research idea of sampling. It is those customers who are most upset who tend to write, call or complain. They are the loudest. But, that group does not necessarily represent the customer population as a whole. Most of your customers don't think about you as often as we believe. When they need you, you come to mind. Otherwise, they are busy living their lives.

So, relax a little. Go ahead and work on the problems. Address the concerns. But realize there are many people who like you and your company just fine.