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Chapter 9 Assignment

Those who enter to buy, support me. Those who come to flatter, please me. Those who complain, teach me how I may please others so that more will come. Those only hurt me who are displeased but do not complain. They refuse me permission to correct my errors and thus improve my service. – Retailing Pioneer Marshall Field

I too want to be a business owner in the future like Marshall Field. There is no way I can just jump in and be the perfect, all knowing, successful business owner. I will need to learn from my mistakes and make improvements. The only way to learn to improve is to know how to improve. I think it is so important that consumers feel comfortable to express their complaints and issues. I agree with Marshall Field that the customers who refuse to complain hurt him. It hurts the entire organization.

Customer retention can make or break a company. Making one sale is not going to keep a business in business. A business needs a loyal customer who continues to come back because they are pleased with the product or service. Research shows a recovered customer can actually bring in more business.

Customer feedback must be asked for as well. You cannot just rely on complaints or errors to know what your customer really is thinking. You must ask for it, this not only makes the customer feel like you care about their opinion, but it gives you the tools of improvement. Companies should not fear what the customer has to say but embrace it and grow from it.