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World today is a lot different than what is has been. No matter what part of world you belong to, if you have enough of money you can get whatever you desire for. Whole world has become more or less a global village and especially because of Internet there is no limit to the services. One can book for any kind of services from any corner of the world. Now that world has become a virtual playground for different kind of services thus these services providers try their best to keep them self away from the bad publicity as it is a known fact good words about the services providers may take some time to spread however the bad publicity spreads like a jungle fire.

Now when it comes to the publicity the services providers should try to plan things in advance as if the services are not organized it can back fire any time. While organizing the resources the services providers should consider the fact, the products which they would be providing is something common and will be available with many other service provider and thus they should try to wrap up the services in a warm and pleasing customer centric way. As the product may be not vary from each other the way one treats its customer can be a big difference and can bring a lot of mouth publicity which will bring more of new clients.

Many of the Multinational Origination has realized that, customer knows one can find a similar product with many other companies and so it is important to keep the track of the way the services are being delivered. So please train the employees in a way that they are able to cope up with the pressure and can handle the customers properly. As one unsatisfied customer would write about the company at different websites and blogs about the company where as the satisfied customer will only write at selected places. Thus one should be wise enough and make precautionary steps so customers are not unsatisfied.

The bad publicity is mostly because of the unsatisfied customer being vocal on the social media as these days most of the customer are on social media and once someone writes negative about the organization the other either agree and share it with their network or simply ignore. Even one of the friends from the network sharing the negative feedback with their group would mean at least 100 other customer would know about the unsatisfied customer. Thus the best way to avoid the bad publicity for any given organization in todayâ€™s world would be to go for proper handling of the customer.

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