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Customer complaints are here to stay. And they can be so common that it is essentially part of your business operation in Malaysia. Now, dealing with complaints can be an art by itself. You need to be good at this if you want your business to keep on thriving. This can make all the difference on whether you are able to generate goodÂ B2B leadsÂ or not.Â Lead generationÂ is not just confined to selling; you can also find it in soothing the ruffled feathers of your current customers. And that is why you have to invest in aÂ telemarketingÂ team that also knows how to address complaints. It might be a tall order, or it may not apply to your business, but you should remember that you need to please customers.

Now, in case you are dealing with these things on your own, it will be best if you can remember these points:

1.Give a solution â€“customers who complain expect that their concerns be dealt with properly. They prefer to be treated as persons, not another statistic. Find them a good answer.

2.Do not give too many options â€“ providing a lot of choices for customers may sound good, but it can undermine your business. Give them a choice, but not that much that it can ruin you.

3.Check your reputation online â€“ this is where your skills in Twitter, Facebook and Yelp will come in. These online mediums can tell you whether you are perceived as a good company or not.

4.Listen and listen some more â€“ frustrated customers tend to look for a place to vent their anger. If you let them release steam uninterrupted, they tend to be more cooperative with you in the end.

5.Get a lot of feedback â€“ this can be a veritable goldmine of information. Some of these may not sound good, but they sure carry a wallop when it comes to details that you can use in your firm.

6.Stay calm and stay nice â€“ lashing out when customers lash out will only escalate matters. When that happens, only you will be the casualty. Keep calm and deal with them as nice as you can.

7.Have a rain check budget â€“ there will be times that you have to spend a little extra to avoid negative customer feedback. That is why you should prepare a budget for those rare snags.

8.Learn to learn â€“ perhaps this is the most effective, if not overlooked, advice. You need to put into practice what you learn from customer and business feedback so that you can be a better firm.

Customers are the lifeblood of your business in Malaysia. Finding ways to make them happy is your foremost concern. You want to keep them coming back to you. It is pretty expensive to get newÂ sales leads, so you might as well keep theÂ business leadsÂ that you already have. You only have to expend a little more effort, especially when you are providing customer service.

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