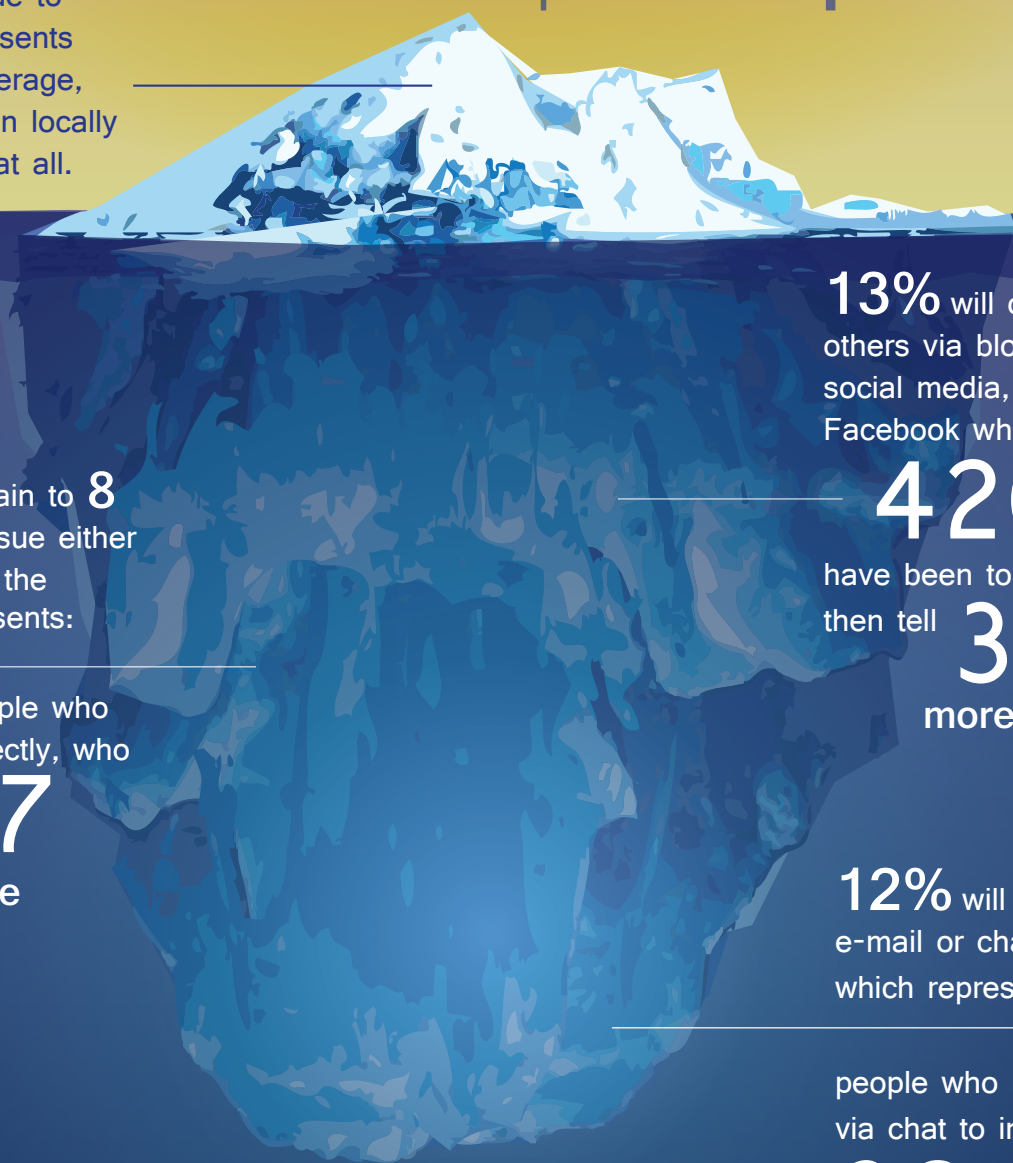


# The Tip of the Iceberg

what's the **BIG** deal?

It's only **1** Complaint!

**1** unhappy client who escalates their issue to management represents **50** clients, on average, who either complain locally or don't complain at all.



**75%** will complain to **8** others about the issue either face-to-face or via the phone which represents:

**296** people who have been told directly, who then tell **237** more people

**13%** will complain to **60** others via blog, tweet, or social media, such as Facebook which represents:

**420** people who have been told directly, who then tell **336** more people

**12%** will complain via e-mail or chat with **8** people which represents:

**48** people who have been told via chat to in turn tell **38** more people

In summary,

**1** escalated complaint = an average of **50** unhappy clients and **1,375** cases of word of mouth.

The complaints you hear are only the tip of the iceberg! Follow up after EVERY customer interaction to identify problems and ensure satisfaction.

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