

Developing customer service attitudes and values

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Why does word of mouth advertising work so effectively? Word of mouth advertising (WOMB) is the unpaid spread of a positive marketing message from person to person. It can take place directly using the human voice, or can be transmitted via any communicative means such as through the internet or via text message. WOMB is a powerful promotional tool and should be considered as part of almost every cuisines marketing strategy.

Word of mouth advertising Is more Influential than any other form of advertising. People believe what their friends and neighbors say about your company, and they remember it for a long, long time. 7. How do the ripple effects escalate the problem of the lost customer? Well, customers who are not satisfied and are unhappy will eventually lose their trust with the company. This in turn, too, will create problems regarding the company's reputation because unhappy customers will spread their bad experiences to their colleagues and relatives.

As soon as possible, If this case happens, then be able to provide a letter of apology and be sincere to admit mistakes. A customer expects satisfaction with the product or service they buy. When their expectations aren't met, they want good customer service to fix the problem. If this fails them too, then you have lost a customer, but not just one customer. The ripple effect occurs when a dissatisfied customer complains to friends and family. These friends and family tell their friends and family what occurred.