

Thinkpiece



**ASSIGN
BUSTER**

Teacher " Who can plan PR when the s can talk back?" It is very important to consider who could plan PR when s can talk back because customer's concern is very critical to the company's well-being. The topic that the customer is talking back may be a complaint, suggestion or a feedback that could help the company improve their product or service. But whatever it is, it is very important that company should have a PR plan to attend to the customer's attempt to talk back. There may be a marketing or communications department that typically does the PR plan but it can be also done by other competent people in the company. It does not matter who exactly who would plan the PR for as long as the person who will do the PR plan knows that he or she is doing and that it is responsive to the customer's needs.

The person who could plan the PR plan could be the PR manager or marketing manager. He or she probably has the best qualification for the job because PR after all is either a function of marketing or corporate communication. Or, if such department does not exist (PR department), the company can appoint someone who is going to do job. It is important to note that just because a PR department does not exist, a PR person that will address the customer will also be ignored. It is important to respond and address customer's concern once they talk back. It is important because customers are the lifeblood of the company, without them, the company will also not exist.

Of course one would become curious to ask about the person who would be appointed if a PR department does not exist. It is important to underscore here that customers can talk and when they talk back, it means they have something important to say. The PR function is not just to communicate, but

also as a customer function. It comes to us then that the person who would be appointed to plan PR when customers can talk back should have a customer service background in addition to being a great communicator both in written and oral language. If possible, the person should be a customer service manager or supervisor who has years of experience so that the appointed person has both the training and experience to adequately plan the PR plan for the customer. We have to cite caution here that if an unqualified and untrained person will be appointed to plan the PR plan when customers talk back just for the sake of having a PR person, it would become disastrous to the company. It is disastrous to the company because instead of responding adequately to the customer that they will be satisfied, customers will instead be frustrated because the person they are trying to talk to does not know what to.

PR planning is not just a function of appearing good to the public. More than that, is to be able to respond to the customer when customers can talk back.