

“CRITICISM: THE CUSTOMER’S WEAPON IN THE 21ST CENTURY”

What is a complaint?

It’s certainly more than just dissatisfaction. How a company deals with and reacts to complaints reflects their **corporate culture**. Ultimately everything comes down to **people** regardless of the service or product.

Responsibility in a company is often unclear and not precisely defined. And this means the company’s expectations in dealing with criticism are also not clearly defined.

Empathy: How empathetic are our employees? Are they empathetic, or at the end of the day are they just self-infatuated rule followers? All of this plays an important role.

Do we take criticism personally or deal with it openly...

As a matter of fact, only 10% of dissatisfied guests actually complain. This also represents **a great opportunity** because for these people the often negative underlying service matters, so you can have positive effects here. The guest’s individuality shouldn’t be neglected here. Templates with prescribed answers to complaints are a killer here. They just make everything worse.

What does body language have to do with complaint management? A lot. We all know the first impression counts whether it’s on the phone, in a personal meeting or over email. Body language and grammar are like a handshake and need to be done properly.

Fear also often plays a role here, especially when employees fear failure.

“Complaints are the boss’s business - that’s a fact!” But is this really true?

It’s basically true, but all customer contact also involves responsibility. Responsibility to the customer, the company and of course the employee’s responsibility to themselves. You have to have strong personality here and eliminate fear.

People need information. Everything is proven and documented on the internet today. This should also be true of successful complaint management. When people know why something is the way it is and where they are headed, employees and customers are both quickly satisfied. Customer satisfaction starts with employee satisfaction, whether we want to admit it or not.

After all, it isn’t that difficult or complicated to satisfy people. It’s especially important in our fast-paced times to **slow down** to achieve success. Of course, charm and wit are also important here.

For me personally, this became clear when a really cool pool attendant gave a funny explanation of why you have to wear a bathing cap.

“The acceptance of the moment” sounds really philosophical, but it is extremely important, even indispensable, today.



Thomas Wollner

Born on 9 May 1972 in Salzburg

Speaker | Moderator | Coach
Managing Director of the Rosenberger Group

Trained by the body-language experts at the RTL Group

Expert for personal image | appearance & impact | body language | language | nervousness & stage freight | complaint management

Keynote presentations

- "Make an impact: Success through your appearance and performance"

- "Criticism: The customer's weapon of the 21st century"

Client testimonials

"According to customer feedback, Thomas Wollner was 'the speaker of the evening'. He pairs authentic stories from real-world situations with humour and a really sympathetic manner really well. Really great!"

Reinhold Lindmoser
Sales Manager for Catering at Red Bull

"THANK YOU! My employees and I were delighted with your presentation. Not only was the content interesting, the way you presented it was fantastic. THANK YOU! And see you next time (very soon!)"

Thomas Zembacher
Managing Director Österreichischer Wirtschaftsverlag GmbH

"Your keynote far exceeded our expectations. It was exciting, interesting and very entertaining. I've heard a lot of presentations, but yours was by far the most inspiring, Mr. Wollner."

Philip von Reden-Lütcken
Marketing Director Porsche Central Eastern Europe

All the best,

Thomas Wollner