


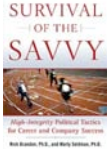










# Listen to what business leaders have to say about A Complaint Is a Gift

<p><b>Lori Baker-Lloyd, VP, Human Resources</b></p>	<p><b>Bank of Butterfield</b></p>
<p>This refreshing approach to service recovery and customer loyalty has become part of the Butterfield Bank corporate lexicon. Janelle and Claus provide food for thought, examples that teach and entertain, and easy-to-use guidelines for putting the CIAG strategy into practice. A must read for any customer-focused organization striving to remain competitive in today's business environment.</p>	 <p>Butterfield Bank</p>
<p><b>Paul Clark, General Manager Customer Services</b></p>	<p><b>Country Energy, Australia</b></p>
<p>For businesses spending an ever-increasing amount of money researching customers' expectations, this book is a breath of fresh air. This book could have been aptly titled; Converting common sense into business cents.</p>	 <p><b>We live here too.</b></p>
<p><b>Lee Barnes, President</b></p>	<p><b>Family Fare Convenience Stores</b></p>
<p>In the convenience store business, after speed of delivery, service is everything. <i>A Complaint is a Gift</i>, drills down to the conditions necessary to make service recovery happen on a consistent basis. It is remarkable that the authors, with an elite academic bent, can be on the mark to dramatically improve front line execution.</p>	
<p><b>Suzanne Beecher, President</b></p>	<p><b>The People Store</b></p>
<p>This is my all-time favorite book! It changed my personal and business life. After reading the 8-Step Formula for responding to customers' complaints, I was hoping someone would complain—soon!</p>	<p><i>DearReader.com</i></p>
<p><b>Rich Brandon, coauthor</b></p>	<p><b>Survival of the Savvy</b></p>
<p><i>This book provides</i> an inspirational attitude shift for service employees, a how-to formula for service recovery when faced with tough complaints, and managerial make-over.</p>	
<p><b>Craig Dinsell, EVP Human Resources</b></p>	<p><b>Oppenheimer Funds, Inc.</b></p>
<p>This book is a gift in itself. The thinking is fresh; the logic irrefutable; the examples of how to deliver excellent customer service, outstanding. Janelle Barlow and Claus Moller have a uniquely practical perspective on creating shareholder value through putting the voice of the customer at the heart of business strategy. This is a book that is truly rewarding.</p>	 <p><b>OppenheimerFunds®</b> The Right Way to Invest</p>


# Listen to what business leaders have to say about A Complaint Is a Gift

<b>Mark DiSomma, Brand Pusher</b>	<b>Audacity Group</b>
<p>Janelle Barlow and Claus Moller have turned every understanding I had about complaining customers on its head. It is a refreshing outlook on an important topic and endless business challenge.</p>	
<b>Rhonda Edelman, Vice President of Education</b>	<b>Hearts on Fire</b>
<p>Hearts On Fire Diamonds", is a premium luxury product, holds customer service standards to the same high standards we hold our product to. This book speaks to the way customer service ought to be handled.</p>	
<b>Mike English, VP, Customer Contact Center</b>	<b>Starwood Hotels &amp; Resorts, Inc.</b>
<p>This book treats service recovery as an art. The true test of a great brand is to leverage the opportunity to forge a new customer relationship. Through careful blend of analytics, business creativity, and examples these pages will convince you that complaints truly are gifts!</p>	
<b>Patrick Garcia Fiat, General Manager</b>	<b>Royal Plaza on Scotts Road, Singapore</b>
<p>This book's concept is a mind-set that we at Royal Plaza on Scotts, Singapore have adopted to complement our brand promise. We have ingrained its importance among all our staff to be genuinely grateful for our guests feedback, whether favorable or not.</p>	
<b>John Goodman, Vice Chairman</b>	<b>TARP Worldwide</b>
<p>The new CIAG provides even more straight talk on communicating effectively with customers and practical advice for changing employee attitudes toward complaints.</p>	
<b>Rich Hicks, President</b>	<b>Tin Star</b>
<p>This book is spot on. It gets back to the fundamentals that drive our industry. The authors take you through the process of addressing a negative guest experience and turning that same guest into a Guest for Life. The title of this book could not be truer.</p>	

# Listen to what business leaders have to say about A Complaint Is a Gift

<p><b>Peter Honebein, Author</b></p>	<p><b>Creating Do-It-Yourself Customers</b></p>
<p>Seeing complaints as gifts is a company's secret weapon. Janelle and Claus demonstrate with clear models and rich stories the feedback loop that is the heart of continuous service improvement. I strongly recommend it.</p>	
<p><b>Waylon Honga, CEO, Home of the Skywalk, The Hualapai Tribe</b></p>	<p><b>Grand Canyon West</b></p>
<p>We have one of the most spectacular sites in the world — the Sky Walk at Grand Canyon West. And, we still get complaints. This book can help any organization achieve its customer experience goals. This concept works extremely well across many different cultures. This is very important today towards creating a truly international flavor regarding the customer experience.</p>	
<p><b>Stephanie Husk, President</b></p>	<p><b>deep blue Insight</b></p>
<p>The business community has been given a real gift here. The authors remind us how important it is to listen to, appreciate, and cherish customer feedback. It's not just a book for business it's a book for human beings.</p>	
<p><b>Andy Jorishie, Senior VP, Ideas and Innovation</b></p>	<p><b>The Zimmerman Agency</b></p>
<p>This book is for any executive who understands that truly satisfied clients breed the best opportunities for more clients, "A Complaint Is A Gift" is a powerful tool to be shared company-wide. It showed my team how to truly practice what we preach: that client relevance starts from the inside-out. We must unplug our ears and listen to the good and the bad from our clients.</p>	
<p><b>Ron Kaufman, Author &amp; Founder</b></p>	<p><b>Up Your Service! College</b></p>
<p>Barlow and Moller reveal why a complaining customer can be a company's most valuable asset. And they show you exactly how to get your customer back, win a lot more business, and garner positive testimonials. If success in business is important to you, you want to read this book!</p>	
<p><b>Valerie Kieffer, Senior Editor, Food Services Division</b></p>	<p><b>NetWorld Alliance</b></p>
<p>This book offers tools and tips for today's customer-oriented business and can be applied by personnel on any level of the restaurant industry.</p>	

# Listen to what business leaders have to say about A Complaint Is a Gift

<p><b>Jim Kouzes, Coauthor</b></p>	<p><b>The Leadership Challenge®</b></p>
<p>The first edition of this book was a jewel. This new, completely updated version about using customer feedback as a strategic business tool is even better. The new examples are simultaneously instructive, touching, and entertaining. Research summaries are worth the read alone. They will shake up anyone who doubts the power of listening to your customers.</p>	
<p><b>Michael Krumpak, Former Director of Learning</b></p>	<p><b>U.S. House of Representatives</b></p>
<p><i>A Complaint is a Gift</i> is a marvelous book of practical tools and techniques for ensuring positive customer experiences and resolving even the most challenging customer complaints. It is packed full of tips to provide legendary customer service in even the most trying situations. These tools just work, hands down!</p>	
<p><b>Andrey Litvinov, Senior VP</b></p>	<p><b>Life Financial Group, Russia</b></p>
<p>The Complaint as a Gift concept provides lasting differentiation. We believe that, as a network of banks, we can correct a large number of mistakes (or complaints) from our customers' feedback. It will help us become more unique in the way we serve them. Complaint management is a critical element of business strategy.</p>	
<p><b>Patricia LaMont and Sheila Morehead, Directors of Training</b></p>	<p><b>ARAMARK</b></p>
<p>This book is for any executive who understands that truly satisfied clients breed the best opportunities for more clients, "A Complaint Is A Gift" is a powerful tool to be shared company-wide. It showed my team how to truly practice what we preach: that client relevance starts from the inside-out. We must unplug our ears and listen to the good and the bad from our clients.</p>	
<p><b>Cliff Miller, Owner</b></p>	<p><b>M J Christensen Diamonds</b></p>
<p>How exciting that "complaints" have finally been addressed and embraced. Our business, based upon relationship building, has benefitted greatly from the insights provided in <i>A Complaint is a Gift</i>.</p>	
<p><b>Jim Oldham, Performance and Learning Manager</b></p>	<p><b>Allied Waste</b></p>
<p><i>A Complaint Is a Gift</i> renewed my belief in the concept of client feedback. If you are to be effective as a parent, coach, or leader, you must receive feedback from others about how you are doing. This book takes this long-standing leadership and communication principle and applies it to the service industry. Customer complaints provide an opportunity to know how you are doing and make adjustments.</p>	



# Listen to what business leaders have to say about A Complaint Is a Gift

<b>Omran Al Shansi, Senior Complaint Manager</b>	<b>Emirates Telecommunications</b>
<p>This book is a piece of art. Taking out negative perceptions about complaints and instead seeing them as gifts is great advice. This book is worth the reading because of the way the ideas are expressed. I recommend this book to anyone seeking excellence and learning about customer care in general and complaints in specific!</p>	
<b>Cynthia Payne, Senior Internal Auditor</b>	<b>Isle of Capri</b>
<p>This book hits the nail on the head! Great customer service is realized only when there is a continuous, consistent, never-wavering consideration of all the customer dissatisfaction possibilities and, when they become a reality, welcoming them with open arms. Any business could realize an increase in loyal customers if they apply the concepts and principles described in this book.</p>	
<b>Peter Peta, Education and Training Manager</b>	<b>Amway of Australia and New Zealand</b>
<p>A Complaint Is A Gift will challenge you to rethink complaints. This is a must read book for anyone in business who wants to learn the secret of meeting customer expectations by redefining complaints as gifts. This powerful eight-step formula really works and empowers people to deal effectively with difficult situations.</p>	
<b>Thom Ray, General Manager</b>	<b>British Telecom</b>
<p>A Complaint is a Gift provides a great means of on how a company needs to provide service excellence and to handle complaints through improved customer relationships which ultimately will increase revenue and satisfaction.</p>	
<b>Muriel Roake, Manager, Brand and Organizational Development</b>	<b>Air New Zealand</b>
<p>This book is an invaluable part of our toolkit to create a compelling and differentiated customer service culture. It focuses on embracing customer complaints to refine services and re-engage customers, rather than viewing complaints as a necessary evil.</p>	
<b>Nigel Roberts, Senior Vice President, Operations</b>	<b>Langham Hotels and Resorts</b>
<p>I have been a disciple of Janelle's and Claus's work in this field for a number of years. The channels and the transparency in which complaints can now be made, through blogs and chat rooms, have necessitated an even more essential need to handle complaints efficiently and promptly.</p>	

# Listen to what business leaders have to say about A Complaint Is a Gift

<p><b>Laurie Roe, Assistant VP of Organizational Development</b></p>	<p><b>OSU Federal Credit Union</b></p>
<p>Complaints are indeed a gift as they provide insight for continuous improvement and the opportunity to create solutions. Adopting strategies to embrace a complaint as a gift is imperative to sustaining loyalty.</p>	
<p><b>Bruce Scheer, Partner</b></p>	<p><b>FutureSight Consulting</b></p>
<p>Barlow and Moller have provided us with a profound gift...a philosophy and guidance we took advantage of to accelerate the integration of our recent merger. Their insights and practical tips greatly influenced how we communicated with each other to resolve internal issues, leading to improved internal alignment and better client outcomes.</p>	
<p><b>Brian Shultz, Vice President of Marketing, Midwest and South Region</b></p>	<p><b>Boyd Gaming Corp</b></p>
<p>Customer service is a paradox: the more customer interactions a business has the more they learn about the 'negatives' but also the more opportunities they have to create new 'positives.' Many of the elements in <i>A Complaint Is a Gift</i> have been used by Boyd Gaming and been helpful as we continue to build our on-brand customer service delivery, monitoring, and proactive response programs.</p>	
<p><b>Hang Stringer, Coauthor</b></p>	<p><b>Talent Force</b></p>
<p>The company that understands their customers and service delivery better than their competition wins...period. Barlow and Moller told us how to effectively listen to customers 10 years ago and their words resonate with more power today. Every business leader in the world interested in success MUST read this book.</p>	
<p><b>Sanjay Tiwari, Director Sales and Customer Services</b></p>	<p><b>KLM Cargo, USA</b></p>
<p>This is a book about psychology—the psychology of customers who still care enough to complain, the psychology of organizations who are confident enough to still solicit complaints and act on them, and most importantly, the psychology of individual men and women in organizations and their varying degrees of confidence in <i>entertaining</i> complaints.</p>	
<p><b>Jim Wardlaw, Senior Consultant</b></p>	<p><b>Publicom</b></p>
<p>At a time when a single customer can influence the buying decisions of millions, the authors' gift is a must read for anyone managing the very turbulent waters of the customer experience.</p>	

# Listen to what business leaders have to say about A Complaint Is a Gift

Russ Volckmann, Publisher and Editor	Integral Leadership Review
<p>Everything seems so complex these days. But Barlow and Moller have taken a tough issue and made it accessible, not only in the world of business, but also in our personal lives. I will never experience a complaint as destructive again.</p>	
Jochen Wirtz, Professor, Coauthor, National University of Singapore	Services Marketing
<p>If you want to know what really works in complaint management, then study this book! It's packed with powerful examples and the latest thinking on the topic. It is rare to find a book that packs a wallop for people involved in the practicalities of handling complaining customers, and yet draws heavily on solid academic research.</p>	



Contact us at: TMI US • 8270 West Charleston Boulevard • Las Vegas, NV 89117

[www.tmius.com](http://www.tmius.com) • [JABarlow@tmius.com](mailto:JABarlow@tmius.com) • 702.939.1800