

WebCaren against The Good, The Bad and The Ugly.

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Original Paper:

Managing social media crises with your customers: The good, the bad and the ugly.

Grégoire, Y., Salle, A., & Tripp, T. M. (2014) Managing social media crises with your customers:

The good, the bad and the ugly. *Business Horizons*, 58(2), 173-182.

<https://doi.org/10.1016/j.bushor.2014.11.001>

<https://www.sciencedirect.com/science/article/pii/S0007681314001566?via%3Dihub>

Project created for the class:

Visual Thinking and Composition, Winter 2020

Tilburg University, Department of Communication and Cognition

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Paraphrasing: Managing social media crises with your customers:

The good, the bad, and the ugly

The scientific article by Grégoire, Salle and Tripp (2014) addresses the ways in which customers communicate with companies following service failures. Six different type of complaints are discussed, to which they refer as the good, the bad, and the ugly uses of Social Media in the customer complaining process. Next to these six different types, recommendations are formulated on how to deal with these complaints.

Social Media have empowered customers to complain online. Back in the day of traditional media, customers found the costs of complaining exceeding any potential benefits. This has changed drastically due to the rise of Social Media. According to a recent survey sponsored by Five9 (Grant, 2013), 85% of consumers say they will retaliate if their needs are not met, and 21% of 18 to 34 year-olds say they will do so using Social Media. Next to that, the study from Drennan (2011) revealed that 88% of consumers are less likely to buy from a company that does not respond to online customer complaints.

The six different types of complaints are the following. Important to note is that the occurrence of each one of them is neither random nor unrelated. One can lead to another (or not) depending on which action the company takes.

1. Directness

contacting the company directly and privately in order to achieve resolution/satisfaction

2. Boasting

Positive publicity about extraordinary service recovery

3. Badmouthing

Negative word-of-mouth without contacting the company

4. Tattling

Complaining to a third party for help. After experiencing a severe double deviation, some customers persist in obtaining reparation. To achieve this end, they seek help from an online third-party organization.

5. Spite

Spreading negative publicity to get revenge. The focus of this dangerous form of complaint is to punish and cause damage to the company. Most of these complaints are attention-grabbing messages, with humorous or clever material. Even if a company does all the right things after this viral complaint, the online community will still doubt the company's intentions.

6. Feeding the Vultures

Paraphrasing: Managing social media crises with your customers:

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The way competitors take advantage of your Social Media disaster. Once a customer's complaint goes viral, competitors can take advantage of the company's misery, resulting in the ugliest possible consequence for a company and the worst form of public crisis.

As stated by Grégoire et al. (2014), the company should manage the complaints as follows:

1. Directness

No real damage has occurred yet, so there is an opportunity to provide good service. However, when a problem is complex or severe, the company should acknowledge the post publicly, but communicate the rest privately.

2. Boasting

Companies share the compliments via social media, and thank contributors for the acknowledgment. However, one must not overpublicize this story, since the company needs to let the online community decide what news is worth being shared.

3. Badmouthing

By identifying unhappy customers quickly, the company can react pro-actively and transmit a sense of caring. The company must politely communicate that it was not aware of this situation and solve the problem.

4. Tattling

These customers are unlikely to give up. If they were purely opportunistic customers, the third-party organization most likely would have refused to represent them in the first place; in other words: these customers probably have a case. It is important to be willing and open to help. The company might even benefit from the relative neutrality of a third-party organization and seek their help.

5. Spite

After a double deviation (i.e., service failure and failed recovery), a customer can feel very annoyed by the situation and rationalize that online revenge is the only option to get justice. The best strategy here is prevention, however, when it happens, the company must say something publicly and directly address the public at large, describing all the actions it took.

6. Feeding the Vultures

One of the worst consequences of a viral complaint is when a competitor takes advantage of this situation. But even in the most desperate situation, you can see opportunities. Thus, there is always a way on Social Media to have the last word.

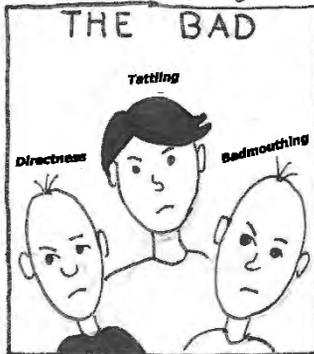
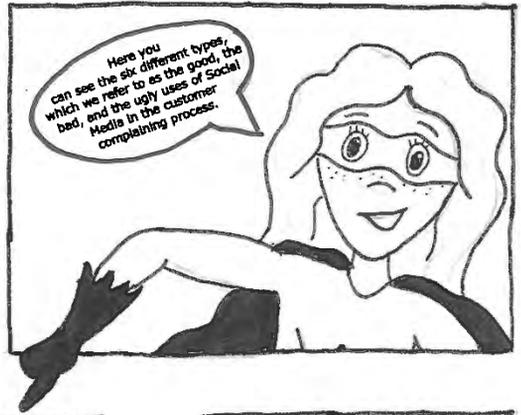
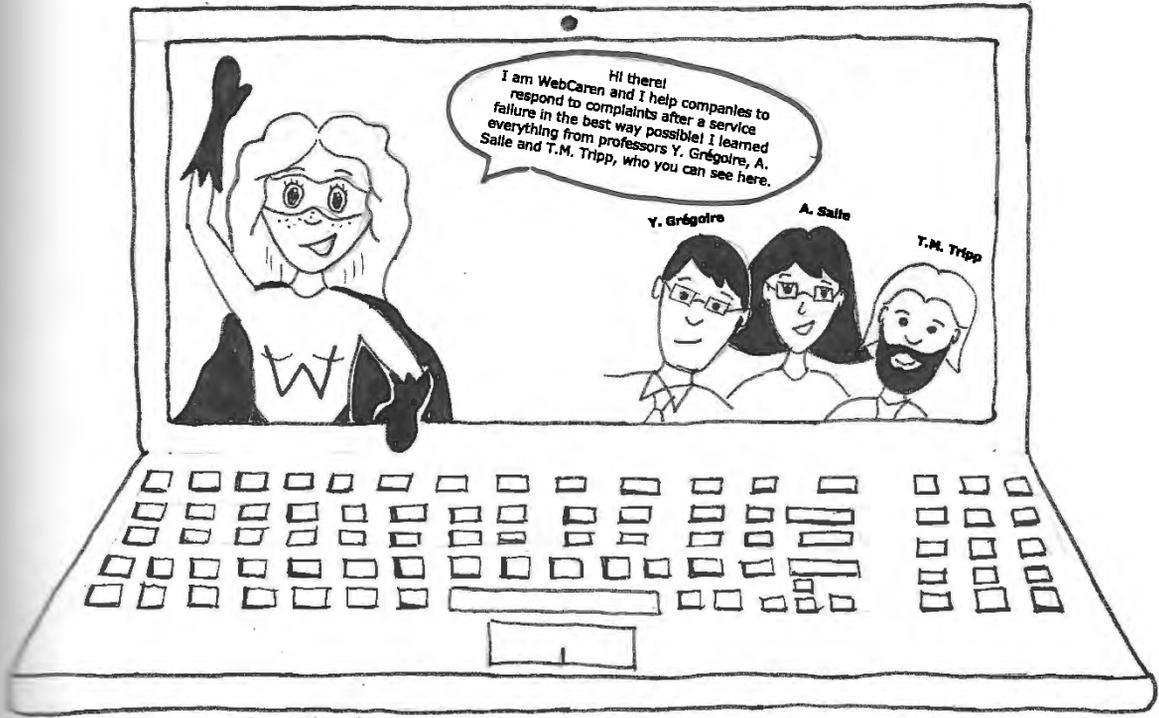
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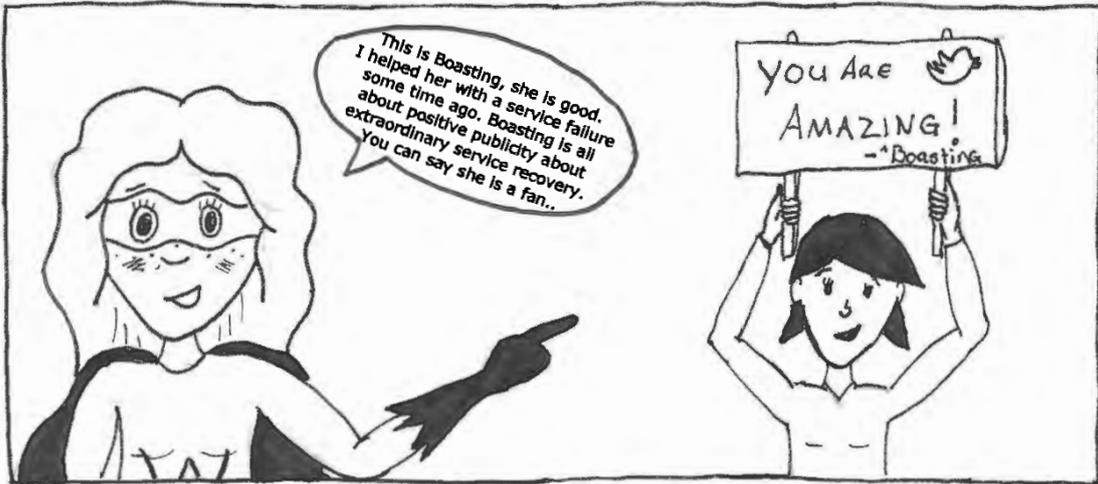
Literature

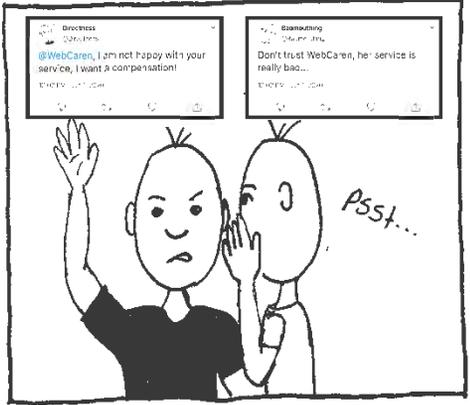
Drennan, A. (2011). Consumer study: 88% less likely to buy from companies who ignore complaints in social media. Retrieved from <http://www.conversocial.com/blog/consumer-study-88-less-likely-to-buy-from-companies-who-ignore-complaints-in-social-media>

Grant, R. (2013). 85% of consumers will retaliate against a company with bad customer service. Retrieved from <https://venturebeat.com/2013/11/14/85-of-consumers-will-retaliate-against-a-company-with-bad-customer-service-report/>

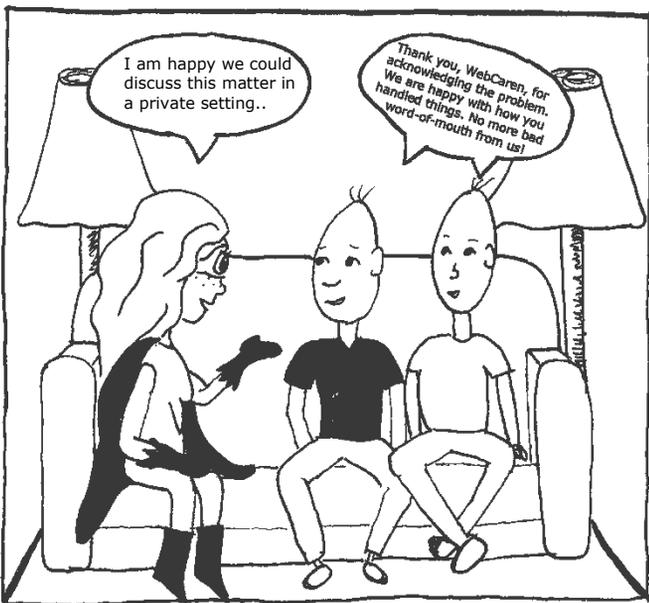
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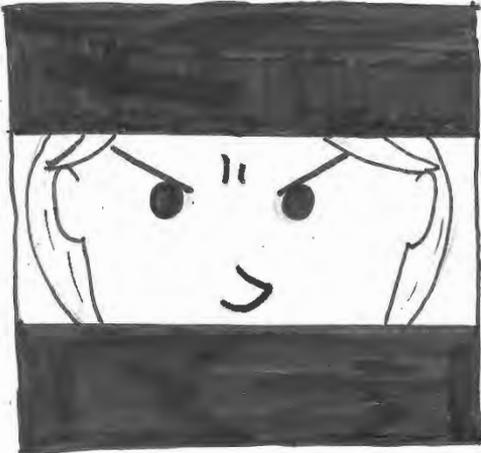
a few moments later



Oh no, double deviation!
This means that there was a
service failure and a failed recovery. This
gets ugly. Some always wants revenge.
He does this by creating
attention-grabbing messages,
as you can see.



The best strategy
here is suppression,
it's too late. I need to say
something publicly and directly
address the public as large,
describing all the actions
we took.



As you can see, he is still not happy,
even though I let the manager of the
company publicly apologize...
Sometimes, even when we do all the
right things after the viral complaint,
the online community will still doubt
our intentions.



There is
only one type of
the Vultures. Let's go
and find her now!

