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Hug Your Haters: How to Embrace Complaints and Keep Your Customers

By Jay Baer



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**Haters are not your problem. . . .
Ignoring them is.**

Eighty percent of companies say they deliver outstanding customer service, but only 8 percent of their customers agree. This book will help you close that gap by reconfiguring your customer service to deliver knockout experiences.

The near-universal adoption of smartphones and social media has fundamentally altered the science of complaints. Critics (“haters”) can now express their displeasure faster and more publicly than ever. These trends have resulted in an overall increase in complaints and a belief by many businesses that they have to “pick their spots” when choosing to answer criticisms.

Bestselling author Jay Baer shows why that approach is a major mistake. Based on an extensive proprietary study of how, where, and why we complain, *Hug Your Haters* proves that there are two types of complainers, each with very different motivations:

- **Offstage haters.** These people simply want solutions to their problems. They complain via legacy channels where the likelihood of a response is highest—phone, e-mail, and company websites. Offstage haters don’t care if anyone else finds out, as long as they get answers.
- **Onstage haters.** These people are often disappointed by a substandard interaction via traditional channels, so they turn to indirect venues, such as social media, online review sites, and discussion boards. Onstage haters want more than solutions—they want an audience to share their righteous indignation.

Hug Your Haters shows exactly how to deal with both groups, drawing on meticulously researched case studies from businesses of all types and sizes from around the world. It includes specific playbooks and formulas as well as a fold-out poster of “the Hatrix,” which summarizes the best strategies for different situations. The book is also filled with poignant and hilarious examples of haters gone wild, and companies gone crazy, as well as inspirational stories of companies responding with speed, compassion, and humanity.

Whether you work for a mom-and-pop store or a global brand, you *will* have haters—and you can’t afford to ignore them. Baer’s insights and tactics will teach you how to embrace complaints, put haters to work for you, and turn bad

news into good outcomes.

From the Hardcover edition.

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Editorial Review

Review

The best-selling book on modern customer service and how it's being disrupted by social media and mobile.

"Customer service is the new marketing. You need to buy this book if you care about your customers and your business."

--Gary Vaynerchuk, author of *Jab, Jab, Jab, Right Hook*

"This is a landmark book in the history of customer service."

--Guy Kawasaki, chief evangelist of Canva and author of *The Art of the Start 2.0*

"If you need to decrypt customer service, you NEED to read *Hug Your Haters*. Baer gives you a better map to success than anyone else."

--Chris Brogan, CEO of Owner Media Group

"*Hug Your Haters* is one of the most profound books a business can read today. Baer is one of the foremost experts on customer experience"

--John R. DiJulius III, author of *The Customer Service Revolution*

"When customers complain, they aren't just being negative - they're giving you fascinating insights and inspiration about your brand. *Hug Your Haters* reveals why detractors can become your most valuable customers."

--Sally Hogshead, author of *Fascinate* and *How the World Sees You*

"Jay Baer demonstrates that the single greatest threat to customer retention is to appear indifferent to customer complaints."

--Steve Curtin, author of *Delight Your Customers*

"Jay provides strategies that are easy to understand and can be immediately implemented."

--Jeffrey Gitomer, author of *Customer Satisfaction is Worthless, Customer Loyalty is Priceless*

"Finally a book with steps to get even the toughest critics on your side!"

--Jeffrey Hayzlett, primetime TV & radio host, keynote speaker, best-selling author and global business celebrity

About the Author

Jay Baer is the president of Convince & Convert, an online customer service and digital marketing consultancy and media company. He is the author of five books, including the *New York Times* bestseller *Youtility*. He contributes articles to *Inc.*, *Entrepreneur*, and *Forbes.com*; writes the world's #1 content marketing blog; and hosts several award-winning podcasts. He lives in Bloomington, Indiana, with his family.

Users Review

From reader reviews:

James Alvarez:

Why don't make it to become your habit? Right now, try to prepare your time to do the important behave, like looking for your favorite guide and reading a book. Beside you can solve your long lasting problem; you can add your knowledge by the book entitled Hug Your Haters: How to Embrace Complaints and Keep Your Customers. Try to make the book Hug Your Haters: How to Embrace Complaints and Keep Your Customers as your close friend. It means that it can for being your friend when you sense alone and beside associated with course make you smarter than ever. Yeah, it is very fortunated in your case. The book makes you a lot more confidence because you can know anything by the book. So , let me make new experience and also knowledge with this book.

Tina West:

Playing with family in a very park, coming to see the marine world or hanging out with buddies is thing that usually you might have done when you have spare time, then why you don't try matter that really opposite from that. Just one activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you are ride on and with addition associated with. Even you love Hug Your Haters: How to Embrace Complaints and Keep Your Customers, it is possible to enjoy both. It is very good combination right, you still want to miss it? What kind of hang-out type is it? Oh seriously its mind hangout guys. What? Still don't get it, oh come on its identified as reading friends.

Harold Houston:

Your reading 6th sense will not betray anyone, why because this Hug Your Haters: How to Embrace Complaints and Keep Your Customers e-book written by well-known writer who really knows well how to make book that can be understand by anyone who else read the book. Written in good manner for you, leaking every ideas and composing skill only for eliminate your personal hunger then you still hesitation Hug Your Haters: How to Embrace Complaints and Keep Your Customers as good book not only by the cover but also by content. This is one book that can break don't ascertain book by its include, so do you still needing one more sixth sense to pick this kind of!? Oh come on your reading sixth sense already alerted you so why you have to listening to one more sixth sense.

Lynnette Jennings:

The book untitled Hug Your Haters: How to Embrace Complaints and Keep Your Customers contain a lot of information on it. The writer explains your ex idea with easy way. The language is very easy to understand all the people, so do definitely not worry, you can easy to read it. The book was authored by famous author. The author gives you in the new period of time of literary works. It is possible to read this book because you can keep reading your smart phone, or gadget, so you can read the book within anywhere and anytime. If you want to buy the e-book, you can open up their official web-site and order it. Have a nice learn.

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