

John R. Bradley
Chapter 9 Homework

"Those who enter to buy, support me. Those who come to flatter, please me. Those who complain, teach me how I may please others so that more will come. Those only hurt me who are displeased but do not complain. They refuse me permission to correct my errors and thus improve my service." Retail Pioneer Marshall Field

With this quote, Field seems to be suggesting that he welcomes complaints because it gives him an opportunity to learn how to improve service. He says he is hurt by customers who are upset, but don't tell him. He feels their absence of feedback denies him the ability to correct problems and make service better.

This philosophy seems to reflect a lot of the same principles we have been learning this semester. The purpose of customer service is to gain customer loyalty and repeat business. One of the ways of doing that is through getting feedback, or complaints, and handling them in such a way that the customer feels valued and appreciated.

I think this philosophy is very true. You have no way of improving and resolving customer problems if you don't know that the problem exists. Customers need to share their concerns and realize that giving complaints is the only way for things to get better. Business owners and leaders need to look at complaints in the way the Field does. It shouldn't be seen as a negative mark to be punished and quickly forgotten and ignored, but as an opportunity to reflect on what went wrong and what can be done to make sure it doesn't happen again.