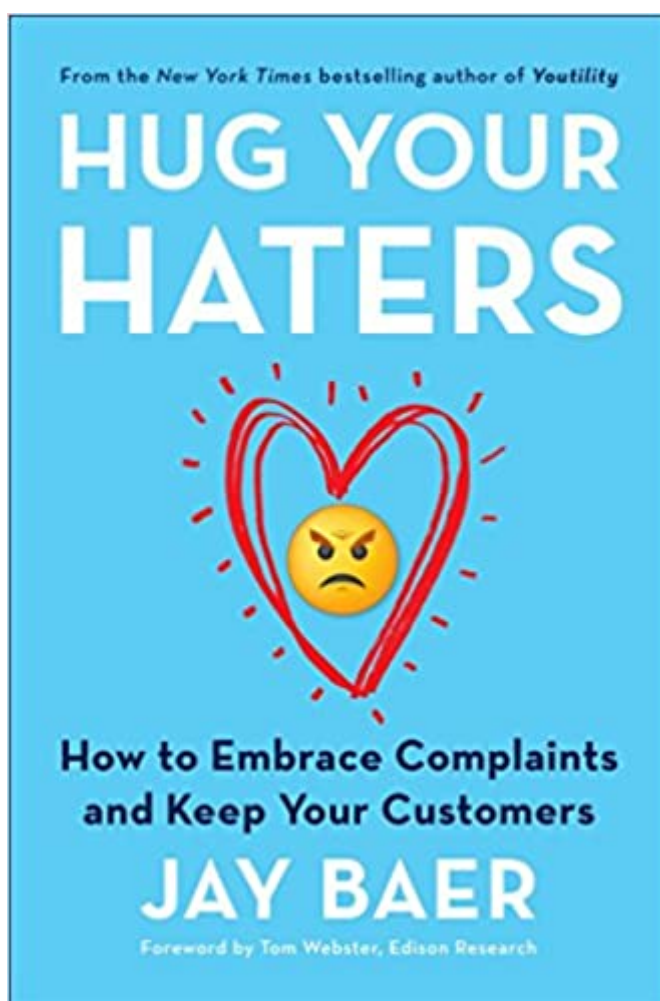


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# Hug Your Haters: How To Embrace Complaints And Keep Your Customers



## Synopsis

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 (the “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 Matrix,” 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.

## Book Information

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## Customer Reviews

One of 2016's top 3 marketing books: [Strategy+Business Magazine](#) One of 2016's top customer service books: [800-CEO-READ](#)

“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

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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.

Back when I got my MBA in 1995, my professors always hammered me on the value of customer service. Customer service should be the top priority, they said. The problem was what I saw in practice, particularly with the big corporations, is how customer service was absolutely ignored. The buzzword of the day was "outsourced", which meant of course getting rid of all the higher priced, experienced local customer service people and cutting costs by moving everything to call centers in foreign lands. Who cared if the tribal knowledge, the warmth and the local support that customers really craved was replaced by impersonal call centers, even automated bots in some cases? Except for the occasional companies like Zappos or Warby-Parker who get it, customer service is basically dead in this country. Haters are often just frustrated consumers who have legitimate gripes about your products or services. Haters are doing you a favor by giving you the OPPORTUNITY to make it right. Jay Baer makes this point very eloquently. Let's embrace complaints and keep our customers. After all - "net new" customers are many times more expensive to get than keeping satisfied customers. Who knows? You might even exceed their expectations and create a lucrative new business segment! Right, Uber? If you don't keep the customer services levels up, though, someone will take your haters from you and hug them harder. ;)

The book basically tells you to always respond to all negative comments and do it with empathy. If you didn't know that already - this book might be useful for you. I was hoping the book would give some guidelines or even templates on how to actually respond to different kinds of comments (e.g. when someone reports a particular problem vs when someone just tells you that your product is terrible). Telling "be empathic" is not very useful, because I suppose many people don't have a good understanding of what an empathic response would be like in a particular situation. Also, the book would benefit from better editing. The author is repeating the same ideas using the same sentences multiple times.

"Every brand has the potential to delight or enrage. I wish that more brands & businesses would just embrace this type of mindset when it comes to customer support. At all my companies, I encourage everyone to refer to customer support as 'customer happiness.' Now while this little switch might sound simple & little, the fact is that it can reap big rewards when used in your

business. Don't ever discount your audience & their ability to become your most loyal brand advocates. Some of the things you'll pick up in this book...- 5 Benefits of Hater Hugging- Why Customer Service is Not Just a Spectator Sport- The Playbook For Hugging Your Haters  
fÿÿÿ ã ã ã "HOURS" Grab yourself a copy & starting giving out more hugs today!- Kyle, Chief Experiment Officer [digitalconversionlabs.com](http://digitalconversionlabs.com)

Great advice for dealing with the unhappy clients, customers ...is simply haters who like to stir the pot and get attention from your brand. I really liked how Jay discerns between "onstage" and "offstage" haters and the most effective way of dealing with each group. So many clients ask me if they should respond to negative reviews online about their business, and I will now be recommending this book to all of them so they can not only deal with negative feedback, but put processes in place to ensure the customer experience never gets to that point. A must-read for any marketer, business leader or customer care professional.

I heard Jay Baer on the Art of Charm podcast. I finished the book in one sitting it is pretty good. I like Baer's approach, specifically how he relies heavily on data. My main issue (which I am expressing as an onstage hater) is that the Hatrix is missing in the Kindle book! It is the most important piece of the authors thesis! The book states that "(A poster of the Hatrix is available within these pages, and it is free and downloadable at [HugYourHaters.com](http://HugYourHaters.com) as well. Take a moment to grab it now, and keep the Hatrix in your office to remind you of these key points.)" but the website states "The Hatrix is included in every copy of Hug Your Haters. Order the book now to get it in your hands." Not really nitpicking here but it's disappointing that a very important piece of the book is missing....

Any one who interacts with customers on any level should buy this book. The strategies, advice and techniques are magic. I started using some of the advice in the book before even finishing it and I was amazed at how effective it was. Not only is the advice useful, it also allowed me to manage the stress of dealing with some difficult situations. This was the best marketing money I've spent in two years.

This work by Jay Baer is an important mix of deep & wide research, helpful customer advocacy stories, mnemonic constructs to help you remember the salient points, and an easy to read writing style that won't put you to sleep (a problem with some books...). I have been working with many of

my clients on exactly the kinds of onstage opportunities that Jay describes and works through in this book. His tools and research have helped me make the case for more authentic and valuable customer experiences for them. I highly recommend this work if you have customers. Period.

Those interested in improving customer service at large businesses or start ups should all read this book. It give many detailed examples of how to handle difficult situations and traps which your competitors may themselves be falling into. To add to my recommendation, I'd like to congratulate Jay for writing it in such a way that the reader can absorb the information easily. Given that some of the concepts are complex, this is a tremendous feat. It's a great book, whom everyone can benefit from, and I have purchased several copies after my first read to give to friends/family as gifts as they start their careers.

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