

OCR – ONLINE CONSUMER RAGE



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SOCIAL MEDIA HAS BECOME THE GO-TO PLATFORM FOR CONSUMERS/CUSTOMERS/DISGRUNTLED INDIVIDUALS TO VOICE THEIR COMPLAINTS AND TO VENT THEIR FEELINGS. A BRAND OR A COMPANY'S ABILITY TO HANDLE THESE ISSUES EFFECTIVELY CAN SIGNIFICANTLY IMPACT ITS REPUTATION AND CUSTOMER LOYALTY.



01

CONSUMER RAGE HAS NOW BECOME A FREQUENT TREND. IT'S ALMOST AS THOUGH EVERYONE HAS GOT A LICENCE TO RAISE THE BAR OF NEGATIVITY, ESPECIALLY ONLINE.

02

CONSUMER RAGE SEEMS TO BE A COMBINATION OF A BAD PRODUCT, BAD CUSTOMER SERVICE OR A BAD DELIVERY EXPERIENCE, HIGH FRUSTRATION LEVELS AND THE IMPULSE OF WANTING TO PUT IT ASAP ON SOCIAL MEDIA.

03

THE EXPECTATION FOR INSTANT COMMUNICATION HAS DRIVEN A STAGGERING 75 PERCENT OF CONSUMERS TO USE SOCIAL MEDIA NETWORKS, ESPECIALLY FOR NEGATIVE FEEDBACK

- **STUDIES AND TRENDS ARE SHOWING THAT NEGATIVE ONLINE PUBLICITY CAN IMPACT A BRAND OR A COMPANY DESPITE AN OVERALL POSITIVE RECORD OF CONSUMER SATISFACTION AND GRIEVANCE REDRESSAL BY THE COMPANY OR THE BRAND**
- **GLOBAL LEADERS HAVE ALSO STARTED RESORTING TO SIMILAR IMPULSIVE NEGATIVE ONLINE BEHAVIOR, THEREBY SETTING AN UNWARRANTED TREND**
- **THE RATE OF CUSTOMERS PUTTING UP REVIEWS OF BRANDS ON SOCIAL MEDIA PLATFORMS HAS DOUBLED SINCE 2020.**





- **IN SEVERAL INSTANCES, ONE-TIME FAKE IDS ARE CREATED JUST TO INDULGE IN PERSONAL, BRAND OR INSTITUTIONAL SLANDER**
- **IDENTIFYING THE ROOT CAUSE OF FRUSTRATIONS IS CRUCIAL TO PROVIDING A SATISFACTORY MEDIUM-TO-LONG-TERM RESOLUTION**

“HATE” IS BECOMING A GROWING INTENSE EMOTIONAL RESPONSE ONLINE AND IS PROGRESSIVELY REPLACING “DISLIKE”

STUDIES HAVE SHOWN THAT THE NUMBER ONE FRUSTRATION FOR CUSTOMERS IS BEING PUT ON HOLD, LISTENING TO LONG PROMPTS BEFORE BEING PUT TO SPEAK TO A PERSON. AND EACH TIME, GOING THROUGH THE SAME PROCESS OF EXPLAINING THE ISSUE TO ANOTHER PERSON.



MOST BRANDS AND COMPANIES SPEND TIME, MONEY AND EFFORT ONLY ON SELLING, AND CREATING CAMPAIGNS RELATED TO INCREASING SALES.

EVEN THE BEST OF ORGANIZATIONS HAVE THEIR MARKETING TEAMS CAPTURE VOICE OF CUSTOMER ONLY THROUGH TRADITIONAL SURVEYS AND STRUCTURED PHONE DISCUSSIONS.

HOWEVER, AD-HOC RANDOM EVENTS THAT OCCUR AT VARIOUS CUSTOMER INTERACTION POINTS SUCH AS SHOWROOMS, BANKS, SOCIAL MEDIA PLATFORMS ARE NOT NECESSARILY PICKED UP, DOCUMENTED AND ANALYSED FOR FUTURE STRATEGY.

COULD THIS BE INTENTIONAL ON PART OF COMPANIES/BRANDS TO MODERATE SURVEY DATA ONLY TO PROVIDE HAPPY INFORMATION TO SENIORS?

WHAT COULD BE THE POSSIBLE REMEDIES

- USE THE 5 As
- APOLOGISE
- ACKNOWLEDGE
- APPRECIATE
- ACT
- AUDIT



WHAT COULD BE THE POSSIBLE REMEDIES



-RESPOND QUICKLY – SPEED MATTERS IN THE CASE OF ONLINE ISSUES

10



-REMEMBER, IN THE DIGITAL WORLD, CUSTOMER CARE IS EVERYONE’S JOB AND THAT IS THE KIND OF TRAINING TO BE IMPARTED



-NO MATTER HOW POPULAR OR STRONG A BRAND OR COMPANY, THE POWER OF EMPATHY WORKS WONDERS ON SOCIAL MEDIA



-LEVERAGE TECHNOLOGY FOR BETTER SERVICE, NOT JUST MORE MEANINGLESS AUTOMATION



-IN THE MODERN-DAY WORLD, BRANDS, COMPANIES AND EVEN INDIVIDUAL ICONS OR PROFESSIONALS NEED TO THINK OF DIGITAL CAMPAIGNS WHICH REINFORCE A “VALUE-BENEFIT” ALIGNMENT.

WHAT COULD BE POSSIBLE REMEDIES



-IF BRANDS AND COMPANIES, INCLUDING PROFESSIONALS, ARE NOT OPEN TO CONSTRUCTIVE CRITICISM, FRUSTRATION LEVELS WOULD RISE, LEADING TO MORE IMPULSIVE ONLINE NEGATIVITY.

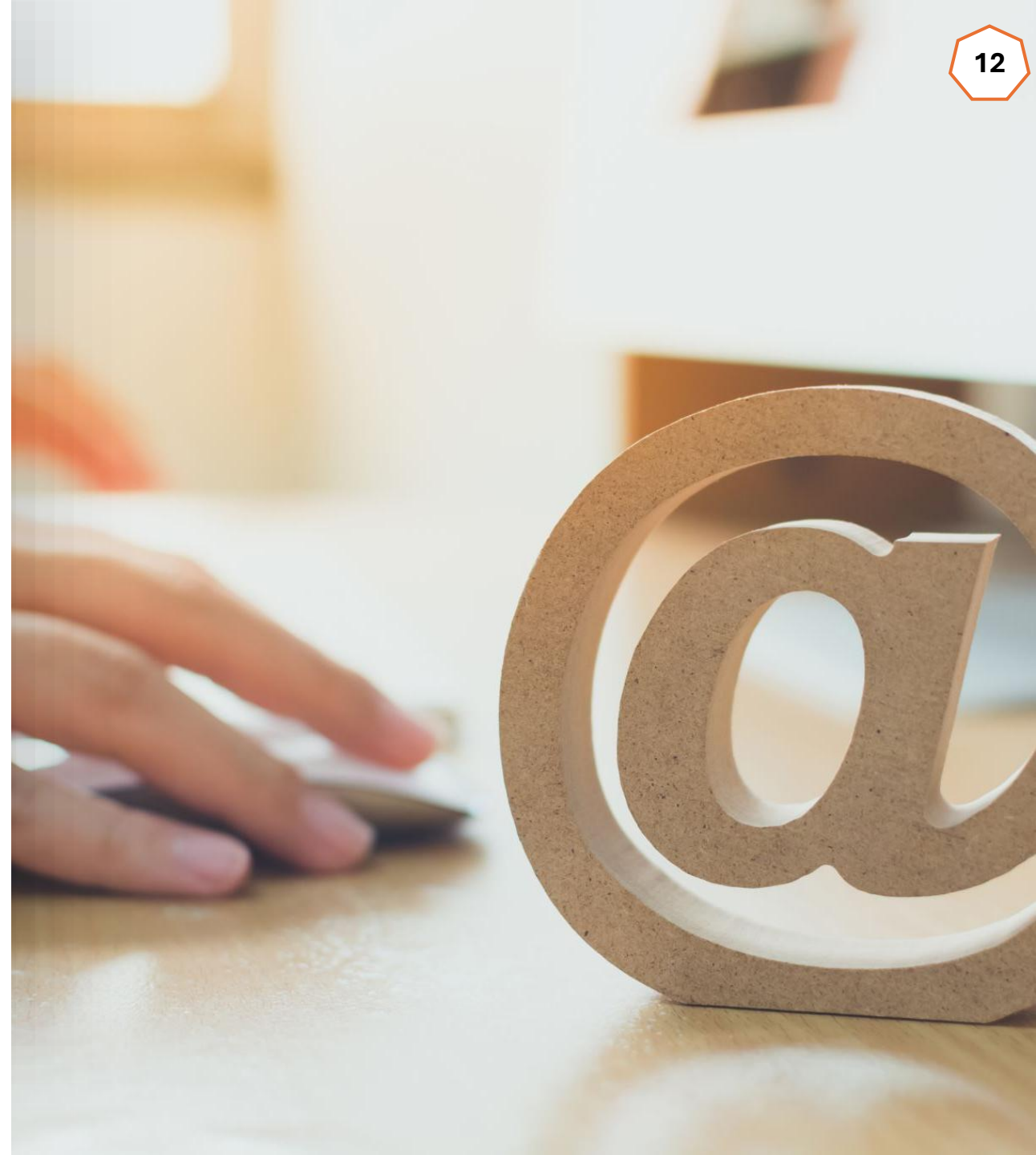


-TRAINING, TRAINING AND MORE GENUINE TRAINING

SUMMARY

CUSTOMER CARE FUNCTION SEEMS TO BE SHIFTING TO SOCIAL MEDIA. SEVERAL CUSTOMERS FEEL THAT THEY GET QUICKER RESPONSE TIMES AND EASY ACCESS TO ANSWERS/SOLUTIONS AS COMPARED TO MAKING A CALL OR SENDING AN EMAIL.

THE VIRAL NATURE OF SOCIAL MEDIA CAN AN ESCALATE A SINGLE COMPLAINT TO A KEY PUBLIC ISSUE WITHIN HOURS, CREATING A UNIQUE “GLOBAL GROUP” VOICE-OF-CUSTOMER



SUMMARY

- **INDICATORS ARE THAT SUCCESSFULLY HANDLING COMPLAINTS ON SOCIAL MEDIA LEADS TO AN INCREASED RE-PURCHASE INTENTION**
- **IT WOULD SERVE GOOD ORGANIZATIONS AND BRANDS WELL IF THEY ASSIGN A SMALL PORTION OF THEIR MARKETING BUDGETS TO HANDLE THIS AREA PRO-ACTIVELY**
- **SOME OF US ARE PRIVILEGED TO LIVE IN A PART OF THE WORLD WHERE THE GOVERNMENT TAKES A SERIOUS VIEW OF PUTTING UP NEGATIVE COMMENTS WHICH COULD BE CONSIDERED AS SLANDER, WHICH COULD HAVE SERIOUS LEGAL IMPLICATIONS**