

ABOUT JAY BAER'S INTERVIEW:
"Loving the On-line and Off-line Complainers"

Time: 20 minutes, 48 seconds

Jay Baer, author of *Hug Your Haters: How to Embrace Complaints and Keep Your Customers*, discusses his research and case studies on addressing customer complaints and turning your "haters" into raving fans. In this interview, Baer stresses that the worst thing you can do is to ignore customer complaints and that empathy goes a long way. He outlines specific steps that independent business owners can take to gain raving fans—not just the hater, but their audience, too!

Questions or problems? Contact The Schallert Group: Info@JonSchallert.com or 970-281-2923

ABOUT JAY BAER

Expert on Digital Marketing and Customer Experience



Jay Baer, CPAE is an inductee of the Professional Speaking Hall of Fame, which has fewer than 200 living members. He is a 7th-generation entrepreneur, has published six best-selling books, started five multi-million dollar companies, and consults for many of the world's largest brands. He puts this experience to work for every audience, delivering massively relevant (and highly customized) programs that help attendees grow their businesses by exceeding customer expectations at every turn.

Website: www.JayBaer.com

Jay's Book:

