**Complaining Behavior**

Review each consumer’s comments and answer the questions below.

**Joyce:**“Over the years, I’ve had a few problems with firms. But I know that things go wrong and the staff usually try to do their best. And what’s the point of complaining, firms really don’t want to know and often I don’t want to get the staff member in trouble either.”
**Barry:**“That’s not my experience. The firms that I deal with usually want to know if there’s a problem and they generally go out of their way to fix it, and often give me some form of compensation.”

**Tom:**“I’m not that forgiving. With me, firms only get one chance. If they muck me around, then I take my business elsewhere straight away. And, of course, I tell all my friends about their poor service as well.”

**Vera:** “In my experience, the only way to get a problem fixed is to play hardball. I write to the CEO of the firm and I threaten bad publicity. If I hear nothing in a week, then I contact the local paper, ring local radio stations and lodge an official complaint with the relevant government agency. It’s amazing how willing they then become to fix my problem.”

1. **What customers among the four are complainers and non-complainers?**
2. **Why should firms appreciate complainers?**
3. **How would a firm’s strategies differ across the 4 customers above to try to satisfy all of them?**