HEART Method to Win Customer Loyalty

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An introduction to handling customer complaints with the HEART loyalty framework.

What this guide covers

- Respond to complaints with empathy and attention.
- Use feedback to inform follow-up and improvements.
- Build a more consistent service response.

Who this is for

For customer-facing teams and small business owners.

Putting the ideas to use

Apply the method to a common complaint and review the response with your team.

Book details

Format: Guide. Pages: 32. Words: 3830.

Download availability: After payment, download the complete ZIP package or the included PDF separately.