



Essential Activity: Topic 6 B

Student Name & Nr:

15

Study the infographic below.

1.1 Next to each picture, identify the type of customer. (5)

1.2 Under each identification, write the trait(s) associated with this type. (10)

ExactTarget.



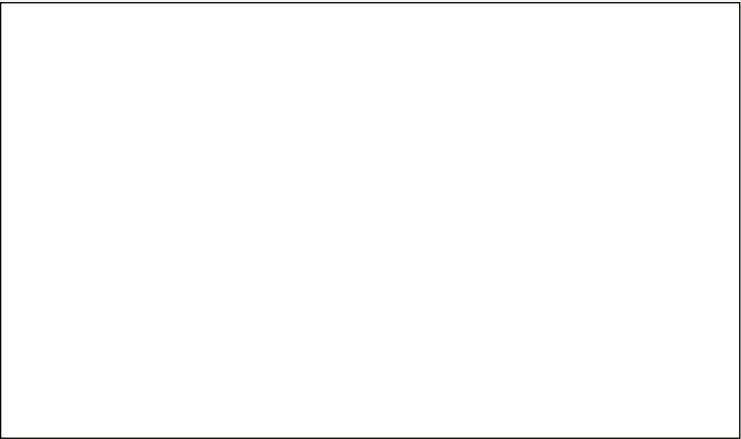


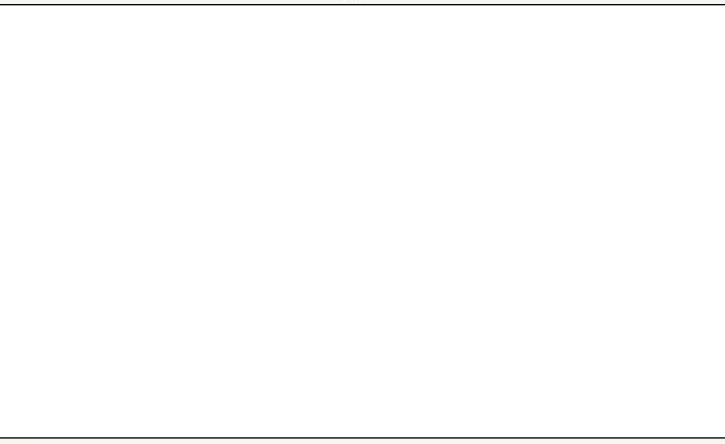
FIVE TYPES OF SOCIAL MEDIA COMPLAINERS

AND HOW TO DEAL WITH THEM

The customer complaint lifecycle differs by distinct complainer persona types, and social media plays a unique and critical part in protecting brand equity and customer loyalty. According to a recent article by the University of Florida, there are five types of complainers. To fully understand how social comes into play, it's important to humanize each interaction and think about the individual types of complainers so that you can respond accordingly via social.

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Submission date

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