



The Art of Turning Angry Users into Loyal WordPress Advocates

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WordPress Support



- Plugins or Themes
- WordPress Forums
- Community Channels

Building Loyalty



Engage with the user in a personal and friendly manner.

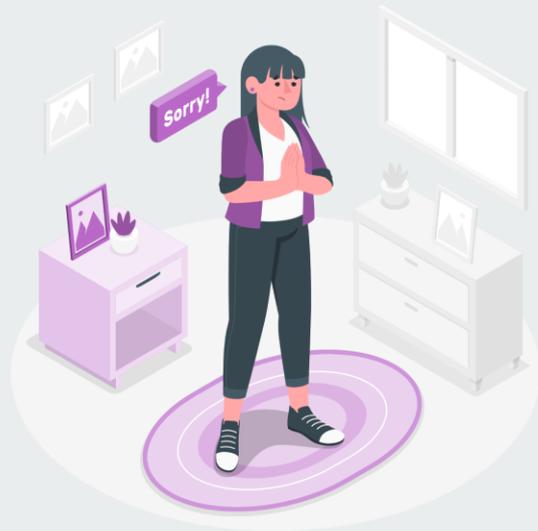
- Personalized greetings
- Create a warm and inviting atmosphere
- Show empathy in your replies
- Positive and collaborative tone

User feedback matters



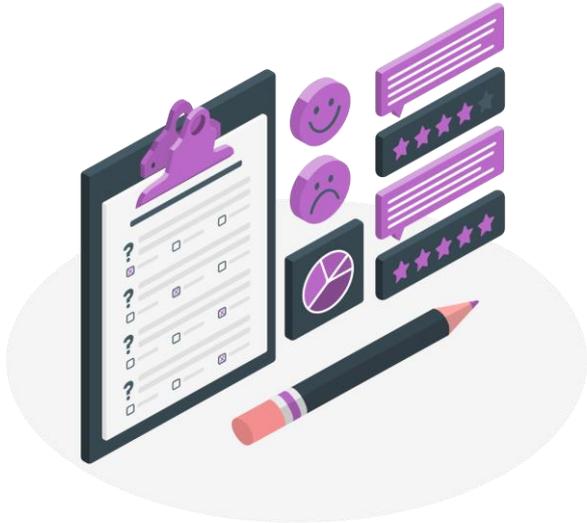
- Act on feedback promptly
- Refine your products and services
- Prevent potential frustration
- Transparently share the progress
- Users must feel heard and valued

Effective Apology and Resolution Strategies for User Satisfaction



- Provide Tangible Solutions
- Timely Apology and Action
- Set Expectations
- Demonstrate Empathy
- Post-Resolution Follow-Up

Soliciting Reviews: Encouraging Customer Feedback



- Importance of positive reviews
- Time to ask for a review
- Losing tons of positive reviews by not asking
- Start asking it ASAP
- If you want it ASK it

Unlocking the Potential of Automation: A Rain of Reviews



- Automate review requests
- Direct link or prompt
- Game-changer
- More reviews = More social proof
- WHEN is the best time asking for a review?

Time-Based Trigger - after a week or a month

Value Based Trigger - Different Value proposition

Example: A customised shipping plugin can send a rating review notification after lets say user received 10 orders with customised shipping, then 50 orders and a final notice on 100th order.

Optimal Review Request Timing and Tone



- Depends on the type of products.
- All the products will add some value to their customer.
- User satisfaction = Positive review
- Personal or a Human tone

Eg: Hey, I noticed you just received 10th order with X custom shipping – that’s awesome! Could you please do me a BIG favor and give it a 5-star rating on WordPress? Just to help us spread the word and boost our motivation.

**“DO NOT HIJACK
THE
DASHBOARD”**



Embracing a User-Centric Mindset



- Attention on the user's business and challenges.
- Going beyond just promoting your product.
- Customer service is not confined to a department but is a philosophy embraced by every team member.
- Prioritize Customer partnerships over mere transactions.
- Going the extra mile to meet their unique needs.
- Today's users are more informed and discerning than ever before.

Dealing with Demanding Users



- Evaluate user interactions over time.
- Implement a systematic criteria-based approach
- Offer alternative solutions or products.
- Maintain your commitments to satisfaction
- Establish transparent expectations and boundaries
- Continue to provide exceptional service to your broader user base

Efficient Information Handling



- Structured database or CRM system to store and access customer information
- Train your team in data securities protocol
- Regularly update and clean users information
- Data-driven decision-making

Empathy in Communication



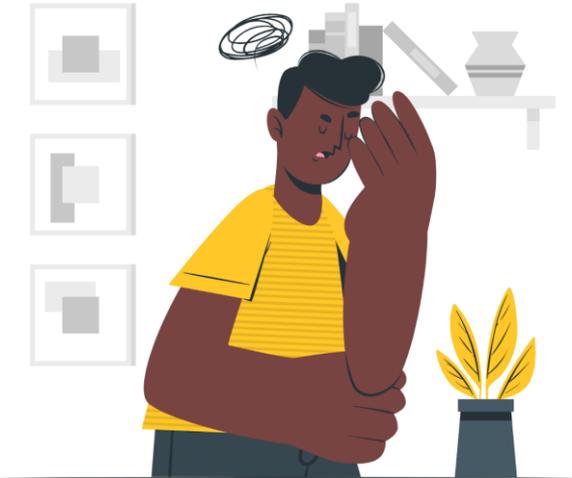
- Put yourself in the user's shoes.
- Refrain from using language that you, as a user, wouldn't appreciate.
- Your mission = Every user feels genuinely cared
- Maintain a personal human touch.
- Practice active listening.
- Adapt your communication style
- Encourage open and honest feedback.
- Create a supportive and empathetic work environment.

Growing Organic Social Traffic



- Post Valuable Content Socially
- Engage with the audience
- Effectively address the concerns of dissatisfied users
- Encourage users to share their positive experiences on social media/WordPress
- Share stories of happy users
- Monitor, Adapt, Improve Continuously

The customer is not always right



“Let them be wrong with dignity and respect.”

- Handling Disagreements
- Clarify and Offer Alternatives

Example: A customer insists on a refund for a product well past the return period. Instead of outright denying the request, say, *"I understand your frustration, and I wish we could process a refund for you. However, our policy allows refunds within 30 days of purchase. Is there anything else I can assist you with, such as an exchange or store credit?"*

Thank
You



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