Testimony of David Kelman
In FAVOR of HB5536
For Judiciary Committee Public Hearing
March 29, 2010
10:00am

As **Harvard Business School** researcher Peter Blackshaw, MBA '95, who co-developed PlanetFeedback.com, a website where consumers can complain, compliment, question, suggest, and view ratings on different companies, stated, **"We know from research that only 1 consumer in 25 will take the time to write or call to complain or compliment a company.** Those other 24 opportunities are going to waste." (http://hbswk.hbs.edu/archive/2076.html).

Furthermore, according to studies done by the **TARP Worldwide**, one of the world's premier customer experience agencies, **for every irritated customer who complains, 26 do not, even though they have grievances.** That means that if a company receives 10 customer complaints, there are probably 260 customers out there who have complaints but don't voice them...at least not to the company. The reality is you probably don't know how many dissatisfied customers you have because many dissatisfied customers do not complain (http://www.rctaylor.com/Images/The_Price_of_a_Dissatisified_Customer.pdf).

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