

## **PRESS RELEASE**

### **Twitterstorm and Facebook fury**

Keeping up with the shifting sands of social media trends is not easy, especially if you're an organisation on the receiving end of customer complaints.

So when the Institute of Customer Service wanted to show its finger was on the online pulse, Gravitas Public Relations was there to put them at the centre of the storm.

The Institute's research revealed a steep rise in online customer complaints and we recommended backing this up with anecdotal evidence suggesting social media was the key battle ground for companies to make a difference.

We showed how falling foul of Facebook fury, troublesome tweets or myspace moans is becoming more common, as dissatisfied customers turn to their friends as the first forum of complaint.

Gravitas helped the Institute to show that ultra-fast online complaints were forcing companies to increasingly play catch-up with their customers in efforts to repair their reputations.

Kay Williamson, Gravitas managing director, said: "With customer complaints being vented online before the organisation at fault is even consulted, the power has shifted away from organisations towards the consumer, so there is widespread concern for how customer service can redress the balance.

"We helped the Institute of Customer Service to explain how running an effective complaint handling process will help organisations establish feedback quickly and enable them to put measures in place to reduce a repeat of the complaint."

This achieved national newspaper interest and widespread online coverage.

**ENDS**

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