

Launch of first-of-its-kind website designed to improve UK customer service

Tuesday 5 November, 2019

www.CustomerServiceAction.com

Customer Service Action is a free site where customers can 'rant' or 'rave' about the nation's retailers, restaurants, banks, airlines, trains and other consumer-facing businesses all in one central place.

The site has been developed to make a 'positive change' in the industry for both consumers and brands, by consumer champion Martin Newman, who promises to personally take the most serious complaints straight to the CEO.

He said: "It's so frustrating to have to go to Trip Advisor, Google reviews or Treatwell separately every time you want to post something about a consumer experience.

"Many brands have incredibly complicated phone lines and forms to raise an issue with them, and frankly in 2019, that system needs to go the way of the dinosaurs.

"Consumers now have a platform where they can rant about bad experiences and rave about the good experiences all in one place."

Martin, who has nearly four decades of experience working with some of the country's best-known brands, says the simple 'rant or rave' format allows consumers to submit the form quickly and easily and the site passes on that data straight to the brands.

He added: "My goal in creating this new platform is to allow anyone to easily report their experiences without feeling like social media is the only way to get around long complaint forms that end up going nowhere and actually feel heard."

"This will be a continuous process, rather than many review sites that work annually or quarterly, we allow brands to detect minute shifts in customer satisfaction and concerns on a regular basis."

Martin Newman is available for comment and media appearances to discuss the site and the motives behind creating it.

(www.martinnewman.co.uk)

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