

Solving errors faster

09/04/2025 Convincing customers with efficient error management

Zero errors – this is a widely accepted conception in business. Striving for perfection is a maxim in many commercial areas, especially in quality management. The reality, however, is different. Whether it's material defects in a bicycle, connectivity problems with vehicle software or even issues booking travel: Errors that impact customers can occur in many industries and companies. Unfortunately, it is impossible to avoid them completely. The crucial question for businesses is: Is it possible to rectify errors effectively and, above all, quickly, to satisfy customers and even impress them by handling them correctly?

'Quality is when the customer comes back – not the product'. This saying, attributed to the founder of a traditional German department store chain, sums up what really matters: It is not only the flawless product that counts, but above all how errors are handled. At the point when something is not working optimally and customers are actually affected, it becomes patently clear how seriously quality is actually taken. Those who act quickly, transparently and in a solution-oriented manner will generate trust and confidence. An error communicated and corrected rapidly and transparently will quickly be forgotten. If customers feel that their concerns are taken seriously, that they can rely on promises and

that the problem will be rapidly resolved, then they will come back.

Info

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