Grassroots and Crisis Public Relations

Challenge: Lack of public relations strategy to effectively diffuse negative publicity or false corporate complaints

Action: Collaborated with 4 departments to create a complete, weekly workflow designed to systematically monitor our own customers' online issues and feedback, as well as those of our competitors. The process entailed creating a rubric with types of complaints or messages categorized based on effects on customer relationship and developing new messaging and a transparent contact method to improve customer and public relations.

Result: Negative publicity and feedback dropped by 70 percent within six-month period, thereby converting unhappy clients to grassroots PR and marketing advocates for the company, while also reducing attrition by 20 percent