
CUSTOMERS ARE TELLING HOW TO MAKE YOUR PRODUCT BETTER



Marketers love compliments especially when people say great things about their brand. The former COM of Dell knows things are more satisfying than seeing positive testimonials from real people spread across the web in posts, tweets, and five-star reviews. These things indicate that the things are right-and what customers want but even the most beloved products attract disparaging comments. Customers might not understand how the product is supposed to work, or perhaps has had the wrong expectations based on your ad copy.

Read the original article here:

[Why Terrible Online Reviews Are Actually Good For You](#)

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