

# L'ODYSÉE D'OMER

CONFÉRENCE ORGANISÉE PAR LA  
CHAIRE DE COMMERCE OMER DESERRES

«Le savoir que l'on ne complète pas chaque jour diminue tous les jours»  
Proverbe chinois

## **“Let's Not Kill the Messenger: Effective Handling of Customer Complaints”**

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Complaint handling and management has become more important recently with the renewed emphasis on defensive marketing, yet little is really known about how customers evaluate organizational responses to complaints and how these evaluations impact their post-complaint behavior.

This research posits a comprehensive complaint handling framework and develops a model of organizational responses to customer complaints, details how customers evaluate those responses and estimates the impact of those responses on post-complaint customer behavior. In other words, the organization's response to the complaint is what dictates the complainant's post-complaint customer behavior.

*Mardi 28 Octobre 2003 à 15h à la Salle Ernst & Young*

*(1er étage) HEC- Montréal*