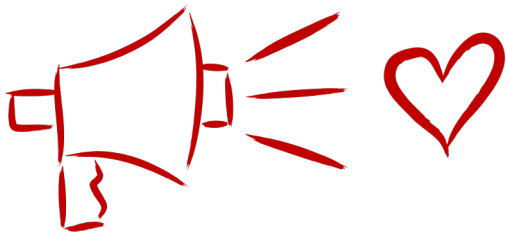


# Replacing the negative emotion



A disappointing customer experience leads to negative emotions – emotions that are **tainting your CX**. How you deal with the situation speaks volumes.

At the minimum you need to **neutralise** that negative emotion. To avoid losing the customer and generating bad word-of-mouth.

But it is also your chance to **impress** your customer. So much so that they become **more loyal** – and even recommend you.

**When things go wrong you have an opportunity to turn a critic into an ambassador.**