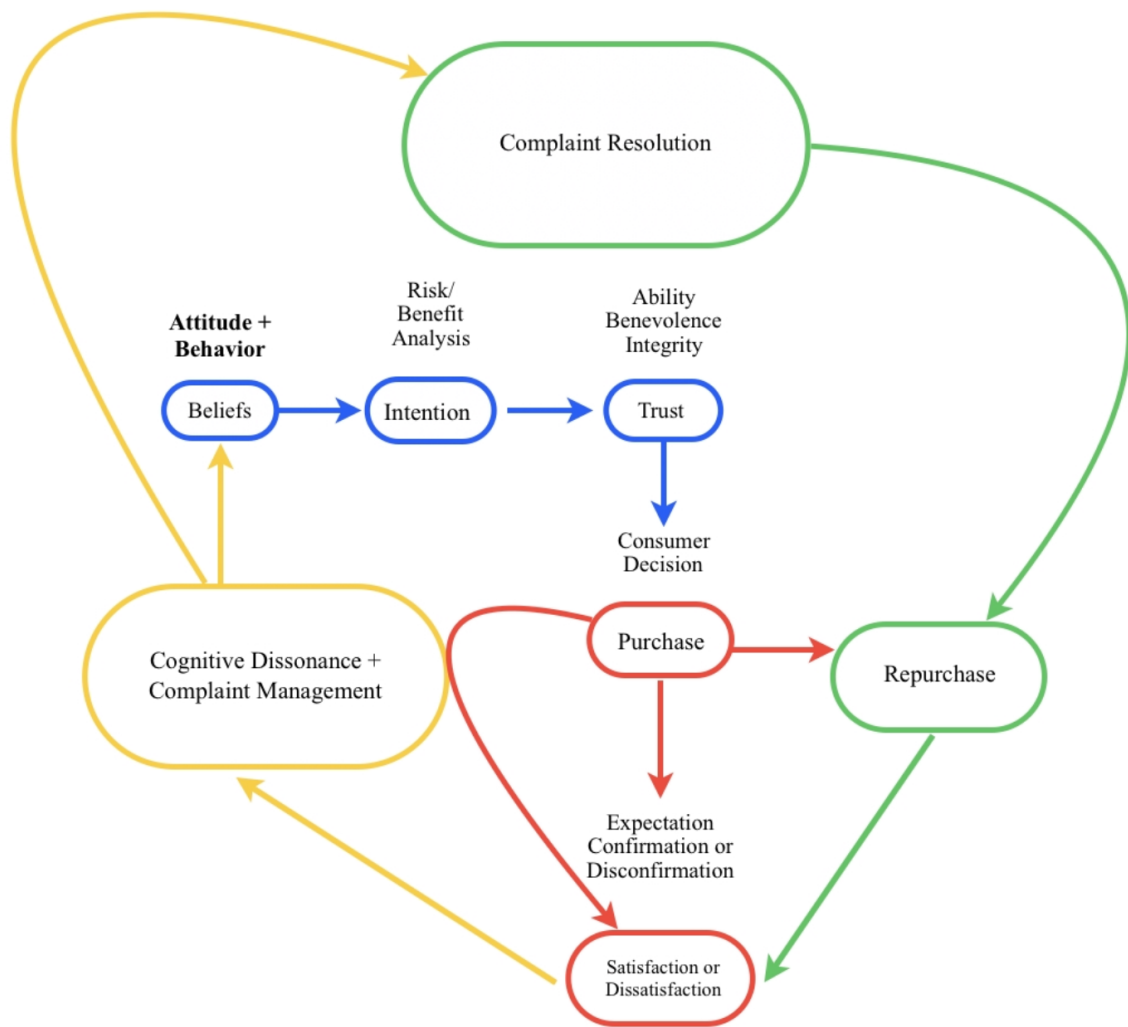




A New Model of Consumer Satisfaction and Complaint Resolution Flow

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- #1. Identify the attitudes and behaviors impacting beliefs.
- #2. Perform a risk/benefit analysis of the intended action.
- #3. Recognize the abilities, benevolence (Goodness), integrity and trust involved.
- #4. Make decisions rooted in beliefs, intention, and trust.
- #5. Consider the level of satisfaction. Were the expectations confirmed?
- #6. Explore cognitive dissonance / psychological discomfort when actions, beliefs, or values contradict each other and when encountering new information that conflicts with an existing worldview (wikipedia.org). Identify beliefs, attitudes, and behavior leading to dissatisfaction.
- #7 Work to resolve complaint(s). Communicate mindfully. Appreciate, Wonder, Collaborate. Pause before responding. Anchor in Spirit. Breathe Deeply.