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Team Power International
Where Your Winning Future Begins



**LEADERS IN APPLIED
INTERACTIVE TRAINING**

CSO2E



**In-House
Training**

CUSTOMER COMPLAINT HANDLING

How to effectively resolve complaints in order to engage customers



OVERVIEW



PRIMARY OBJECTIVES & BENEFITS

Being able to deal with customer complaints when they arise is a key aspect of sustaining healthy relationships and so this course will introduce you to the entire effective complaint management journey. This three day, fast paced program will help you to understand why your customers complain, along with the real value of their complaints to your business. The course will explore many practical and proven methods of handling typical types of complaints and difficult customers in order to keep their custom and mitigate future complaints. The program will also introduce you to ways that you can use complaints as a powerful and constructive tool to make enhancements and improvements to your products, people and the services you provide. Ultimately, participants will leave having undertaken personal action setting for implementing positive changes.

This workshop will help participants to:

1. Understand and be able to define key complaint types.
2. Be able to define customer expectations.
3. Review existing channels for complaint communication.
4. Identify the personal skills and qualities of a successful complaint handler.
5. Learn different methods of complaint analysis.
6. Learn how and why it is important to communicate positive outcomes from complaint review.
7. Complete an in-depth personal self-reflection/review and action setting.
8. Identify their own personal behavioral triggers and tolerance levels for handling complaints.



WHO SHOULD ATTEND?

- Customer service executives at all levels who deal with customer complaint handling.
- Those who are new and/or experienced in dealing with customer complaints but want to learn new and improved ways of delivering a 'VIP experience' for their customers.



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Module 1 - The Culture And Principles Of Customer Complaints

- What is a complaint?
- The 2 main types of complaint
- Value of complaints to your business
- Why do people complain?
- Identify reasons for complaints
- People, Process and Product/Service
- The key principles of complaint handling
- 'Comfort/Stretch/Pain Zones' model
- Multiple channels of making a complaint
- How to avoid 'complaint fatigue'
- The Importance of 'Silent sufferers'

Module 2 - Effective Complaint Handling: Putting Things Right

- Key skills of an effective complaint handler
- The 'CARP' model to resolve complaints
- Effective influencing, negotiation techniques
- Introduction to 'Adult, Parent, Child' model
- Practical steps: delivering difficult messages
- Deal with persistent unreasonable behaviors
- Upholding a complaint
- Analyze the different ways to respond (financial compensation, good will gesture, remedial action, etc.)

Module 3 - Seeking & Applying Continuous Improvement

- Use the information that complaints provide
- Analyzing and evaluating complaints
- Root Cause Analysis in practice
- Individual self-reflection
- External monitoring and trend spotting
- Customer experience measurement
- Improving People (re-training, coaching etc.)
- Improving Process (re-engineering etc.)
- Improving Product/Service (benchmarking)
- Personal review and self-reflection
- Action Setting - Stop/Start/Continue

PROGRAM HIGHLIGHT

Duration: 3 days
Date: To be Agreed with the Client Organization
Timing: 8:30 am to 2:30 pm daily
Venue: Suitable & fully equipped venue
(to be provided by Customer)
Notice required: 10 working days

Language: English or Arabic
Material: Participants will be provided with high quality handouts
Certificates: Certificates of Completion shall be provided to participants upon successful attendance of the training program
Fees: Inclusive of facilitator's fees, materials and certificates