

# **Effective Complaint Handling**

## **Course ref:CF5**

### **Course Aims:**

- To help delegates understand why customers complain
- To develop skills for defusing difficult situations
- To develop ways to fix the problem, not the blame
- To help delegates deal with the stress of customer complaints

### **Benefits of attending**

- Improved customer relations and faster resolution of problems
- Practical exercises and role play to support the learning process
- Course developed by experienced customer care professional
- Personal Action Plan, to put what is learned into practice right away

### **Outline of programme:**

On this workshop, delegates will learn:

- The process of a complaint from the customer's point of view
- How to deal with complaints via the phone, letter and email
- Verbal and non-verbal communication techniques that work
- How to structure dealing with a customer complaint
- 3 ways to improve listening skills
- Using positive language for best results
- To recognise and deal with different types of customer
- How to record information to improve customer service
- Getting to a win-win result

### **Duration**

This course normally operates as a 1 day course, which includes discussions, individual and group exercises, role play, and developing a personal Action Plan. It can also be run as part of a series, together with Positive Customer Care and Managing Customer Care.