

Complaint Handling

Duration: 1 day

Who should attend: Anyone who deals with customers at any level and would like to reduce complaints and deal with complaints more effectively.

Aims: For any business to maintain a good reputation and generate loyal customers, handling complaints effectively is crucial. This course looks at how to handle customer complaints effectively, ensuring the relationship with the customer stays intact. Knowing what drives complaints in the first place is a great way to reduce the overall amount of complaints a business will get. In this course, we look at how to be pro-active in reducing the complaints a business will receive.

By the end of the course, delegates will:

- Understand what a complaint is and why people complain
- Know what drives complaints in their individual organisation
- Understand the skills and approaches needed to deal with customer complaints
- Be more pro-active in identifying and fixing the things that cause complaints
- Have a process to follow when dealing with a dissatisfied customer

Topics

Why People Complain

- What drives someone to complain to a business
- Feelings and emotions demonstrated during a complaint
- Common reasons for complaints in the business
- The impact of not dealing with complaints effectively

Complaint Handling Skills

- The skills needed to handle customer complaints effectively (i.e. Empathy, Questioning, Assertiveness)
- What each of the skills does and when will they be required
- A simple model to use when handling complaints

Getting to the Root Cause

- Using questioning techniques to gather all of the facts
- Showing a customer that you are there to help
- Using the fact-find to calm the customer

Dealing With the Complaint

- Your body language, voice and the words you use during a complaint
- Your response when a customer complains
- Diffusing difficult situations
- Using the skills in simulated exercises
- Being Pro-active
- Identifying what the causes of complaints are in your business
- Looking out for reasons why people might complain and fixing it before it gets to a complaint
- Gathering feedback from customers about their overall experience