Handling Customer Complaints

INTRODUCTION

Handling customer complaints can be difficult, but successful organisations rely on satisfied customers. If a customer feels that their complaints are not being dealt with effectively they will take their custom elsewhere.

This practical and interactive course will develop your skills to deal with complaints effectively and confidently.

COURSE OBJECTIVES

By the end of the course, delegates will have:

- **The Skills** to gather information, even in a tense situation, in order to deal with the problem
- **Practised** defusing customer anger and build rapport
- **Enhanced** Communication skills
- **Practised** maintaining a professionalism under pressure
- **The Skills** to create customer satisfaction
- **Reviewed** ways to provide a solution
- **Reviewed** ways of monitoring and analysing complaint levels and identify remedial action

COURSE DURATION: 1 Day Course

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COURSE CONTENTS

The Complaint - How to Control It

The damage complaints can do to your organisation
Making sure the complaint does not escalate
Accepting customer feedback graciously
Re-building the customer relationship
The various techniques required to handle written, telephone and face-to-face complaints

Communication that Works

Developing the right attitude - feeling good, thinking positively
How to sound confident, caring and helpful - building rapport
Active listening
Gathering the information
Checking understanding

Remaining Calm - Not Over-reacting

Recognising how serious is the customer's concern
Defusing a difficult situation
Empathise with the complaint - don't join in the criticism
Gaining the customer's respect
Identifying common ground

Creating Satisfaction from Dissatisfaction

Ensuring the customer feels listened to
Let the customer know what can/will be done about their complaint
Taking responsibility for the successful outcome
Getting across your point of view - re-building commitment
Monitoring complaint levels versus performance standards
Identifying processes to deal with the most common objections

Personal Development Action Plan