

## 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

[www.oaktree-training.co.uk](http://www.oaktree-training.co.uk)

### 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

