

Complaints Management: Customer Feedback & Complaint Handling

2 Day Customer Service Workshop

“Understand the different between customer feedback and customer complaint.”

Course Description

Increasingly companies are recognizing the value of a customer complaint in that it is free feedback on their experience, and an opportunity to not only resolve a problem for that particular customer but perhaps also for a much larger number of customers.

Yet how do you make sure you gather all of the information available from a complaint in order to both solve the individual's complaint, but also prevent it happening for future customers? How do you maximise the value of that complaint?

Course Objectives

By the end of this program, participants should be able to:

- Learn how to use critical thinking to challenge assumptions and expand perceptions
- Understand the importance of customer feedback
- Understand the relevance of customer feedback as a means to deliver quality service
- Understand the expectations and perceptions of the customers
- Discuss complaint handling procedures within the organization
- Handle complaints with confidence and efficiency

Target Audience

This course is designed for Public Relations Executives and Officers, and Front Liners who are responsible for handling customer complaints

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Course Content

- 1. The Differences between Customer Feedback & Customer Complaints**
 - How complaints are related to customer service
 - Quality improvement and complaints

- 2. Types of Complaining Customers**
 - Principles of resolving complaints
 - The challenges of handling customer complaints

- 3. The Do's And Don'ts of Handling Customer Complaints**
 - Practical checklist

- 4. Skills in Handling Complaints**
 - Verbal communication
 - Listening skills
 - Questioning skills
 - Telephone skills
 - Writing skills

- 5. Converting Complaints into Opportunities**
 - How to utilize complaints as a means to improve service and retain loyal customers

- 6. The Benefits of Customer Complaints**
 - Learning from complaints

- 7. How to Design a Complaint Procedure Manual**
 - Developing a complaints handling system
 - Designing the complaint form

- 8. Data Collection and Analysis**
 - How to collect data from customer complaints and the elements required in data collection

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Methodology

This course is essentially participative and practical, emphasizing learning through experience, both from structured activities on the program eg. Role plays, group work, interactive lectures, case studies and workshop discussion from individual experience.

Other Details:

- Payment to be made within 15 days from the date of the invoice.
- All payments must be made by cheque/online transfer etc., drawn in favour of Sieger Training Consultants Pvt. Ltd. Sieger will charge on INR basis only.
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