

Employee Growth- A Two Day Course

Customer Complaint Management

Handling Customer Complaints Effectively for Great Customer Satisfaction and Great Results

WHO SHOULD ATTEND?

All employees in the organization who are in daily contact with customers either face-to-face or over the telephone that want to elevate their basic customer complaint management competency so that they are able to handle customer complaints with confidence and assurance and get the very best results from their leadership, teams and colleagues in pursuit of maximum growth and the organization's goals.

COURSE DESCRIPTION

Effective customer complaint management is a critical activity in any organization that strives to deliver great customer satisfaction and differentiate its service from its competition. Most people don't bother to complain but when they do and if they feel their complaint is not being dealt with properly they will simply take their custom elsewhere. Being able to listen, respond to and handle customer complaints in a positive manner will increase customer satisfaction, improve relationships at work, increase your customer retention and encourage new customers to buy. Handling customer complaints properly is an important step in creating long-term customer loyalty. Mastery of the customer satisfaction process builds personal as well as business value and drives business growth.

Customer Complaint Management is a proven, practical and fun approach to customer complaint management that covers the fundamentals of the customer complaint process. This program is designed to show you how to make the most of complaints, and how to deal with negative feedback in a positive way. The program takes a holistic view of customer complaint management from the customer's perspective and introduces the delegate to the knowledge, skills and attitude required to behave effectively and confidently handle customer complaints for great results.

The program is well researched, knowledge-based and designed with the individual learner at the centre of the learning process which means that the course is extremely interactive and practical.

COURSE OBJECTIVES

By the end of this course delegates will be able to:

- ✓ Determine customer complaints
- ✓ Determine your customers' expectations are so that you can help solve their problem
- ✓ Determine the customer complaint management process
- ✓ Determine how to defuse customer anger and build rapport
- ✓ Determine how to maintain professionalism under pressure
- ✓ Develop key customer complaint management skills
- ✓ Identify how to communicate with confidence and assurance
- ✓ Recognize how to monitor and review the complaint handling process
- ✓ Practice key skills and techniques before returning to work
- ✓ Produce drive to self-develop in customer compliant management
- ✓ Produce positive impact on the overall performance of each delegate and the organization

DAY 1 • CUSTOMER COMPLAINT MANAGEMENT FUNDAMENTALS

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Complaint - Your Customer is Your Final Inspector!

- What is a Complaint?
- Customer Complaints versus Customer Service and Customer Satisfaction
- Barriers to Providing Exceptional Customer Service
- The Benefits of Complaints

Customer Complaint Management

- What is Complaint Management?
- Management versus Handling
- Why is Complaint Handling Important?
- The Benefits of Handling Customer Complaints Well
- Best Practice Customer Complaint Management
(Case study examples discussed on the day)

Customer Complaint Management Process

- Complaint Management Process (Basic Steps)
- Customer Complaint Management Checklist

Individual Style

- Style versus Situation
- Effective Customer Complaint Handling Style
- **Activity: “Self- Assessment”**
Complete a self-assessment questionnaire. Result establishes the individual's major strengths and weaknesses in handling customer complaints that will be used later as a basis to set a personal improvement goal.

Roles and Responsibilities

- Direction, Purpose and Values
- Leader versus Manger versus Employee
- Creating a Customer Focused Culture

Defusing Anger and Building Rapport (Key Skills)

- Building Trust and Confidence
- Active Listening
- Communication
 - Verbal and Non- Verbal (Body Language)
- Powerful Questioning
- Preferred Behaviour
 - Assertive versus Passive versus Aggressive

Regulation (Control)

- Keep Track of Complaints
- Evaluation and Control

DAY 2 • HANDLING CUSTOMER COMPLAINTS - PRACTICE MAKES PERFECT

- **“The Customer Complaint Specialist”**
Delegates will be paired and asked to review and role play a customer complaint scenario (individual scenarios to be given on the day); each pair is given 10- 15 minutes to debate and then role plays the customer (buyer) and seller positions described in the scenario given, with delegates switching between the two roles for practice and insight. Each pair is then given a further 5 minutes to their role-play their scenario to the group; **these sessions will be filmed for their record**. The class will then open up a 10 minute

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discussion that critiques the delivery against the individual aspects of the Handling Customer Complaint Checklist offered earlier in the program. To assist this process each member of the audience will be given a Checklist, which will be used to record any comments against each aspect of the role play; the original sheets will be collected and later given to each delegate presenter along with a copy of the video for their review and self-development.

Objectives

- ✓ To understand and reinforce effective complaint management practice
- ✓ To practice key complaint management competencies especially:
 - Establishing trust
 - Creating Awareness
 - Active Listening
 - Powerful Questioning
 - Direct Communication
- ✓ To discuss and debate key insights and learning gained through this activity

Key Learning Review

- Group discussion and professional feedback to consolidate key learning. Delegates will leave the day with a list of development activities to improve their customer complaint management competency back at work.

ON-TRACK FOR GROWTH

The individual leaves this program with a personal action plan to encourage immediate transfer of training to the job.

EVALUATION TO ENSURE CONSISTENT QUALITY

All our courses are evaluated at Kirkpatrick's Reaction and Learning levels as part of our quality control process as follows:

Level 1- Reaction- Training Course Evaluation Form

This training course evaluation form is used to maintain and improve the standards of our training courses.

Level 2- Learning- Pre and Post Training Test

The test is confidential and used to evaluate our training, **not the delegate**. The results help us answer the question "Did people learn what we wanted them to learn from the training?" This test is run at the beginning and at the end of this training course.

The Whole Thing can help properly position and align all learning and development with business priorities to ensure that effective evaluation is possible. We encourage all our clients to agree measures prior to any intervention so that return on investment (ROI) and process gets attention.

Please contact **The Whole Thing** to explore the many ways that we can help you.

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