

TRUST

Management & Education

Trust Management Centre

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Philippines: Unit 3-B Nicolas Bldg., Quirino Avenue, 8000 Davao City

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Vietnam: 21st Floor Capital Tower, 109 Tran Hung Dao St. Hoan Kiem Dist. Hanoi Vietnam

Cambodia: #54, Street 63 Daun Penh, Phnom Penh, Cambodia

Complaint Handling For Positive Outcomes

Tried and tested activities for making the most of service recovery opportunities

DESCRIPTION:

This superb workshop, filled practical ideas and activities will really make a difference to the way your organisation encourages, understands and responds to complaints and turn them around into a strategic tool to increase overall customer satisfaction.

Bearing in mind that 70% of all complaints relate to the service provided rather than the product, the tools, techniques and tactics in this workshop are aimed at the customer complaint process within the organization.



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This workshop gives guidance on gathering, measuring and acting on complaints, along with proven methods for creating a culture that responds positively to complaints through the appropriate behaviours of the staff at all levels of the organization.

Long with the 'softer skills' required for effective complaint handling, the actual complaint-handling strategy of the organization is analysed and ways to improve it sought by the people who work with that particular strategy on a day-to-day basis.

OBJECTIVES:

Participants will learn.....

- Handling complaints successfully requires behaviour which can be learned and practiced, but which often isn't instinctive.
- Through dedicated activities designed to develop your people's complaint-handling skills - both face-to-face and on the telephone.
- New activities support and motivate employees who need to learn how to remain assertive, and not defensive or submissive, in difficult situations.
- How to develop confidence in dealing with complaints through a reliable 7-step procedure that they can use again and again.
- Focus on real experiences in their own work and turn complaints into compliments.

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CONTENTS:**1: In the customer's shoes**

The most effective way of really understanding how the customer feels is to reflect on your own experiences as a customer - both positive and negative. A major survey (2000 National Complaints Culture Survey published 27 June 2000) states that businesses could do a lot more to improve the way they deal with complaints. As a result, customer loyalty is decreasing, while the cost of gaining new customers continues to rise. This activity provides an opportunity to look at complaints from both sides, and focuses the participants on the impact of their own personal attitudes and behaviour on customer loyalty to the organisation, and ultimately on the bottom line profit.

2: Why do customers complain?

In today's extremely competitive consumer market, we are constantly bombarded with advertisements extolling the virtues of doing business with the varied and numerous product/service providers. As a result of all this information, our expectations as customers are higher than ever before. However, the organisations depicted in the advertisements do not always live up to their promises - and this leads to many customers not being satisfied with the service they've received. Longstanding research into customer complaints tells us that only four per cent of customers actually do make a complaint when their expectations have not been met, so what happens to the remaining 96 per cent? This activity focuses on the reasons why it's usually the little things that tip the balance. It begins the mindset shift from complaints being a negative, and starts to look at the positive elements of encouraging complaints both as a customer and as a service provider.

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Everyone would say that they could make a guess at what an unhappy customer might say or do - but if, as research states 26 out of 27 people who experience poor service don't complain, then surely we are missing some of the clues? As well as the perhaps obvious example of an 'irate customer', other behaviours can be used to identify a customer whose expectations have not been met. This activity focuses on these behaviours and then provides ways to turn the negative situation around, to the benefit of all concerned.

4: Complaints into compliments

Whilst every complaint should be dealt with as unique, and each customer as an individual, as a service provider it is useful to have a process to follow in order to ensure the key steps for successful complaint handling have been covered. This activity provides a **seven-step formula** for effective complaint handling - whether in the telephone or face to face - and gives the participants the opportunity to practice the techniques in a 'safe' training environment.

5: Skills and techniques for managing dissatisfied customers

There are many interpersonal skills and techniques that we use in our everyday interaction with our customers and work colleagues. Most of these are used quite naturally, and are displayed in our 'normal' behaviour. However, when faced with an unhappy customer, there is often a tendency to become defensive and therefore react to a customer's complaint rather than respond in a positive way. To ensure a positive outcome, it is necessary to be aware of the most appropriate behaviours to be used when dealing with dissatisfied customers and this activity highlights the impact of these behaviours along with the ultimate benefit to the business.

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For some organizations, the only contact they have with their customers is via a telephone line and, with the obvious absence of body language, the focus becomes firmly on the words we use and how we say them to the customer. This activity looks at the basic telephone skills of building rapport and effective listening in relation to complaints, as well as dealing with more 'challenging' callers and their sometimes difficult behaviour.

WHO SHOULD ATTEND: Team-Leaders, Supervisors, Executives and Managers and all front line and back-room support / accounts / administrative employees who must realize why "Effective Complaint Handling" is important and how it affects the company's profits.

METHODOLOGY: Seminar, Case Studies, Group Discussions and Role Play

PREREQUISITES: None.

LENGTH: 2 days

MATERIAL PROVIDED: Participant Guide, Practical Exercises, Case studies, Other Assessments.