

**Course Overview:**

Effective complaint handling skills training course teaches the process and methodology needed to create an effective customer complaint handling procedure to improve customer care, satisfaction and complaint resolution rates. How an organisation handles customer complaints is crucial in order to maintain a good reputation and to keep client business, and therefore this course is extremely beneficial. The effective complaint handling skills training course program outline is up to date and pertinent to marketplace requirements, thus catering well to all analytical prediction of training needs in the specified area. A customized proposal can also be arranged, to suit the training requirements of your team.

**Course Objective:**

By the end of this effective complaint handling skills training course, participants will have:

- Recognised the key skills and qualities needed to handle customer complaints effectively
- Built skills in building rapport and engaging with the customer
- Demonstrated empathy whilst maintaining control of the conversation
- Established the customer's needs through questions and listening
- Defused difficult customer emotional responses
- Resolved typical work-based complaints effectively

**Course Outline:**

Key skills and qualities for handling complaints

- Model for handling complaints
- Benefits of handling complaints effectively
- Pairs exercise 'in your customer's shoes' and participant introductions, facilitated group discussion

Communication, building rapport

- Breakdown of communication
- Building customer rapport
- Impact of telephone and written communication
- Verbal handshake
- Communication styles
- Paired practice, small group exercise, facilitated group discussion, self-awareness questionnaire

Maintaining control and empathy in complaint handling

- Using positive language
- Remaining assertive when under pressure
- Small group written exercise, facilitation and presentation

Establishing customer needs

- Asking open questions
- Introduce questioning funnel
- Listening and summarising
- Demonstration, small group practical exercises and facilitated group review

Defusing difficult customer emotional responses

- Managing personal response – 6 Step Approach

**Training Language:**

EN

**Training Methodology:**

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

- Complaint handling techniques to defuse anger and other emotional responses
- Presentation, individual and small group exercise, and facilitated group discussion
- Agreeing to an appropriate course of action with customers
- Achieving a win/win outcome for the customer and the organisation
- Being clear on the authority/power you have
- Escalating complaints with a defined complaint management process
- Making commitments and honouring promises
- Small group exercise with written scenarios, group feedback and discussion

#### Handling work-based complaints

- Tips on applying skills and techniques to written complaints
- Practising work-based complaint scenarios
- Feedback and review of learning in small groups
- Review of how to apply in practice
- Presentation, practice sessions in small groups and facilitated whole group review

#### **Who Should Attend:**

All employees who are responsible for dealing with customer complaints.