

Course Outline | Handling Customer Complaints

1 day(s)

Overview

This Customer Complaints Handling Training Course aims to help businesses increase customer loyalty and retention by providing the skills and knowledge needed to deal with customer complaints effectively.

Prerequisites

There are no prerequisites for this course.

Course Outline

Why People Complain

- What drives someone to complain to a business
- Feelings and emotions demonstrated during a complaint
- Common reasons for complaints in the business
- The impact of not dealing with complaints effectively

Complaint Handling Skills

- The skills needed to handle customer complaints effectively (i.e. Empathy, Questioning, Assertiveness)
- What each of the skills does and when will they be required
- A simple model to use when handling complaints

Getting to the Root Cause

- Using questioning techniques to gather all of the facts
- Showing a customer that you are there to help
- Using the fact-find to calm the customer

Dealing With the Complaint

- Your body language, voice and the words you use during a complaint
- Your response when a customer complains
- Diffusing difficult situations
- Using the skills in simulated exercises

Being Pro-active

- Identifying what the causes of complaints are in your business
- Looking out for reasons why people might complain and fixing it before it gets to a complaint
- Gathering feedback from customers about their overall experience