

Handling Complaints

OBJECTIVE

Studies show that dissatisfied customers will tell up to 50 people about their bad experience. Very often, the initial error/problem/situation is NOT the main source of complaint. It is normally the "how I was treated when I complained" or "how thoroughly my complaint was dealt with" that provides the greater dissatisfaction with the company. This module is about turning complaining customers into advocates of your business.

TARGET CUSTOMER

This programme is designed for all staff that come into contact with the customer.

LEARNING OUTCOMES

- An understanding of the drivers that result in the customer complaint.
- The ability to receive complaints NOT as personal attacks.
- Participants will learn and practice the art of getting information from others
- Following a model, the participants will practice complaint resolution in a controlled environment.

WORKSHOP OUTLINE

- What is a complaint anyway?
- Do I really understand the problem?
- How to get "good" information from people.
- Creating ownership of the problem.
- A six step process to developing genuine empathy
- A model for complaint handling.

DURATION

Three (3) hours