

CUSTOMER SERVICE – MANAGING COMPLAINTS

US252210 / NQF Level 4 / Non-Credit Bearing

“Ask your customers to be part of the solution, and don’t view them as part of the problem.”

- Alan Weiss

The two most commonly stated reasons given by customers for changing suppliers are:

- We felt poorly treated; and
- Our “problems” were not resolved properly or in a timely manner.

Clearly the manner and effectiveness of handling customer complaints is crucial to keeping existing business and maintaining a good reputation in the market.

This course is designed to equip delegates with the confidence and skills to improve their handling of customer complaints and to ensure that a satisfactory resolution is achieved that increases customer retention and loyalty. It also covers the processes and methodology required to create an effective, customer complaints handling procedure together with how to properly determine customers’ real needs and wants.

WHO SHOULD ATTEND

- All staff in a sales / customer service environment
- All staff dealing with customer complaints
- Customer Care Staff
- Managers, Supervisors and Team Leaders
- Account managers
- Business Owners

HOW YOU WILL BENEFIT

- Increase customer loyalty by learning how to solve problems efficiently and with care
- Explore the importance of your role in handling customers complaints
- Establish a stronger competitive advantage as you demonstrate a commitment to your customers by finding a solution to their complaint
- Avoid reputational damage to your organisation
- Learn how to arrange for appropriate planning and how to communicate these plans with all stakeholders involved

WHAT WILL BE COVERED

- The value of a customer complaints management system
- An 8-step customer complaint handling procedure
- Identify the problem, the origin and assess the level of severity of the complaint
- Key considerations of how to prioritise customer complaint
- Escalating complaints through a defined complaint management process
- Complaint handling techniques to defuse anger and other emotional responses
- Agreeing and committing to an appropriate course of action to solve the customer’s complaint
- Implement a solution to the customer’s complaint
- Communication and follow up with all stakeholders
- Providing practical business solutions
- Relationship development

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One Day Course
8:30am – 4:00pm

Refreshments and a light, finger lunch will be served at our public course
sales@kznbtcc.co.za or (031) 267 1229 for bookings and further information

Module 1 Identify the customer's problem and commit to solving the customer's complaint	Module 2 Implement a solution to the customer complaint	Module 3 Provide practical business solutions
<ul style="list-style-type: none"> • Identify the nature of the complaint and assess the complaint for the level of severity • Identify the origin of the complaint based on the customer's input • Make arrangements for the responsibility for the solving of the problem to be accepted by relevant individuals • Document the problem according to organisation requirements • Demonstrate commitment to resolve the complaint by correct individuals • Supply up to date information about the complaint processing to the customer 	<ul style="list-style-type: none"> • Arrange appropriate planning and solutions to the customer's problems • Communicate with all stakeholders 	<ul style="list-style-type: none"> • Arrange the appropriate partnership with the purpose of enhancing the solution of the customer's problem • Use the resolution of customer's complaint for relationship development and attraction of further sales

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