

# **CUSTOMER SERVICE**

## **DEALING WITH CHALLENGING CUSTOMERS**

**Turning complaints into opportunities for loyalty and growth**

**Non-Credit Bearing**

***“Customers don’t expect you to be perfect. They do expect you to fix things when they go wrong.”***  
**– Donald Porter**

Customers don't just remember products or services - they remember how they were treated. Research shows that two of the most common reasons customers switch suppliers are:

- They felt poorly treated
- Their problems were not resolved properly or in a timely manner

Clearly, how businesses handle customer complaints can make the difference between loyalty and loss. Handling difficult customers requires patience, empathy and the ability to stay calm under pressure. Yet, when faced with frustration or hostility, it can be difficult to keep our cool as our own defences rise. Managing challenging conversations is a skill that can be practiced alongside shifting your mindset to view your customer as a person who needs your help – and we have just the course for you. Not only do we equip you with these skills, but we also provide guidance on how to process complaints from initial disappointment through to exceeding expectations.

With practical strategies to manage strong emotions, de-escalate tense situations and resolve complaints effectively, you will turn challenges into opportunities for trust and long-term customer loyalty.

### **WHO SHOULD ATTEND**

- Sales and customer service professionals
- Staff dealing with customer complaints
- Customer care representatives
- Managers, supervisors and team leaders
- Account managers
- Business owners

### **HOW YOU WILL BENEFIT**

- Strengthen customer loyalty by resolving issues with professionalism and empathy
- Recognise the impact of effective complaint handling on business success
- Manage your own emotions when dealing with frustrated or difficult customers
- Learn techniques to de-escalate conflict and turn complaints into positive outcomes
- Avoid reputational damage by demonstrating commitment to resolving issues
- Leverage customer complaints as opportunities to enhance service and experience

**One-day course 08:30 -16:00**

**Tel: (031) 267 1229**

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## **WHAT WILL BE COVERED**

### **Unpacking customer concerns**

- The value of a structured complaints management system
- Understanding customer expectations and why complaints arise
- Identifying the root cause and severity of a complaint
- Recognising emotional triggers and managing angry or upset customers

### **Turning complaints into solutions**

- Prioritising customer needs and expectations
- Keeping customers informed and maintaining accurate records
- Escalating complaints through an effective complaints management process
- Techniques to defuse anger and manage emotional responses
- Committing to and implementing an appropriate solution
- Effective communication and follow-up to ensure customer satisfaction

### **Transforming feedback into business growth**

- Turning complaints into valuable business insights
- Identifying recurring issues and improving service delivery
- Enhancing the overall customer experience through feedback-driven improvements
- Building a proactive approach to reducing future complaints

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