

Reduce Customer Complaints

A proven methodology - How to lower the amount of complaints from customers

Most progressive organisations measure the amount of complaints they receive. Less customer complaints often reflects an increase in customer satisfaction levels. This program is designed to help organisations reduce customer complaints. Participants will also discover the best way to communicate achievements of this performance indicator.

Here are 7 reasons to welcome complaints as an opportunity rather than an annoyance:

- Most customers vote with their feet and don't even give you the chance to fix a perceived value imbalance so be thankful they are still a customer
- Measuring and reducing complaints as a performance indicator is often easier than measuring "increased customer service levels"
- In marketing there is a term known as the "bugger principle" Every time someone says "bugger" there is a business opportunity
- Complaints are free and customer satisfaction surveys are not
- Complaints will give you broader user perspectives. Often people are too close to their products and services and need to break free from myopic perspectives
- Research has proven that if you conduct a successful service recovery you will increase customer loyalty levels
- Resolving complaints involves dialogue with customers. Dialogue generates new ideas and increases customer engagement levels

“

A customer who complains is my best friend

”

Leonard, Stew



Key learning outcomes

Your **Reduce Customer Complaints** program will give participants the skills to:

- Embed a culture that welcomes complaints
- Explore the value proposition in complaint case studies
- Critique complaint handling models
- Construct a service recovery model for perceived service level failures
- Be aware of the 80/20 complaints rule
- Communicate better with different cultures.
- Identify the role of the complainant eg enabler, end user, influencer
- Communicate better with different generations, different personalities and different generations.
- Reposition the complaint as an opportunity
- Identify the telltale signs when the complaint will be escalated to higher authority
- Display empathy with complainants
- Practice active listening and questioning styles
- Create a problem solving experience for the customer
- Build levels of trust in the relationship.
- Anticipate responses and influence better outcomes
- Build feedback loops to continuously improve service levels
- Use debriefing techniques to maintain composure

Would you like to attend this program?

- For maximum effectiveness, this program is best conducted as an in-house program.
- **Ideal group size:** 4 – 9 participants.
- **Venue:** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- **Duration:** This program can be conducted as a one day or half day program.
- **Cost:** Price on request.
- **Target Audience:** Employees, Supervisors, Team Leaders, Senior Managers or CEO's.

If you would like more information on this training program, please contact:
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www.preftrain.com

