



REDUCE CUSTOMER COMPLAINTS

"Complaining is silly. Either act or forget." - Dalai Lama

This training course is designed to help participants learn techniques to reduce customer complaints in their organization. Participants will explore creative problem solving approaches and develop strategies for resolving customer issues quickly and efficiently. They will identify common sources of customer dissatisfaction and gain an understanding of how to properly handle them. Additionally, they'll learn how to develop effective communication with customers in order to create a positive and lasting impression. At the conclusion of the course, participants will have the skills and knowledge needed to keep customer complaints to a minimum and ensure maximum customer satisfaction.

Key Course Content:

- 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 tell-tale signs when the complaint will be escalated to higher authority.
- Display empathy with complainants.



Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.



Duration:

This course is available as a 1-day course or a truncated half-day course.



Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



Group Size:

We recommend a group size of 4-10 people.