



COMPLAINT HANDLING

Utilise complaints to continuously improve

When someone makes a complaint, it is an opportunity to discover what they don't like about your product or service. Most dissatisfied customers won't complain and instead will vote with their feet. Research indicates that complaints currently have 25 times the power we think they do. So, instead of thinking it is a single gripe, it is actually 25 gripes. In this course, we'll also help participants to not just log, smile and nod in response to a complaint. Instead, let's identify the root cause and communicate how the complaint is going to be addressed and/or resolved.

Key Course Content:

- Key course content
- Acknowledging the impact of the complaint
- Useful vocabulary to identify stated and unstated concerns
- Complaints are contagious
- Complaint weighting insights
- Listening without forming judgement
- Service recovery strategies
- Taking ownership of a problem rather than kicking the can down the lane
- Restating the complaint to check for understanding
- Zone of tolerance
- Fixing a complaint - communication strategies



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 2-day course or a truncated 1-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.



Get a Quick Quote:

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