

Resolution Mastery: Transforming Complaints into Opportunities

Sales, Marketing & Customer Care



In-Class



8 hours



EGP 2,680

Course Description:

This interactive course is designed to equip participants with the skills and strategies necessary for effectively managing customer complaints. By fostering a customer-centric approach, participants will learn how to turn complaints into opportunities for improvement and enhance overall customer satisfaction.

Target Audience:

Customer Service Representatives

Course Objectives:

By the end of the course, participants will be able to:

- Define what a complaint is & understand why customers complain.
- Describe the components of an effective complaint-handling process.

Course Outlines

Module 1: The Dynamics of Complaints in Organizations

- Complaints and the Organization
- Understanding Complaints
- The Focus of Complaint Handling Systems
- Customers – Perspectives, Perceptions & Expectations

Module 2: Identifying Failures in Complaint Systems

- Documentation Habits
- Formulating a Solution
- Failure of Complaint Systems

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

0.6 CEUs

Course Language:

English

Prerequisites:

None