

From Frustration to Innovation: Turning Complaints into Business Wins

Sales, Marketing & Customer Care



9026



In-Class



8 hours

Course Description:

This interactive course is designed to equip Customer Service Representatives with the essential skills and strategies for effectively managing customer complaints. By adopting a customer-centric approach, participants will learn how to turn complaints into opportunities for improvement, enhancing both customer satisfaction and their ability to resolve issues efficiently.

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 Outline:

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 Material
Bilingual Explanation

Prerequisites:

N/A