

COMPLAINTS HANDLING TRAINING FOR PROFESSIONALS

Course Agenda



Course Overview:

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Sprintzeal's Complaints Handling Training is designed to equip individuals with the skills and strategies necessary to effectively manage and resolve customer complaints within the organization. This course covers essential topics such as the value of handling complaints, practical complaint-handling approaches, managing and measuring complaint-handling processes, and introducing effective complaint-handling processes. Led by experienced instructors, this training provides practical insights and actionable strategies to enhance customer satisfaction and loyalty through effective complaint management.

Learning Outcomes:

- Understand the value of handling complaints within the organization.
- Understand and use a practical complaint-handling approach.
- Manage and measure an effective complaint-handling process.
- Introduce an effective complaint-handling process.

Topics Covered:

1 Introduction

- Understanding the importance of an effective complaint handling process.

2 The Six Key Components of an Effective Complaint Management Process

- Establishing a contact point for complaints.
- Implementing a thorough investigation methodology.
- Documenting complaints and resolutions.
- Improving communication with customers.
- Resolving complaints effectively.
- Implementing learning and improvements from complaints.

3 The Benefits of Handling Complaints Within an Organization

- Building customer ambassadors.
- Increasing customer loyalty.
- Maintaining a loyal customer base.
- Using complaints to drive profitability.



4 Five Clear Trends When Complaints are Handled Poorly

- Customer dissatisfaction leading to attrition.
- Competitive disadvantage due to negative publicity.
- Revenue and profit loss.
- Potential demotivation of personnel.
- Missed opportunities for learning and improvement.

5 A Practical Approach to Complaint Management

- Step-by-step guide to effective complaint handling.

6 Conclusion

- Managing and measuring the effectiveness of complaint management processes.

About Sprintzeal's Complaints Handling Training:

Sprintzeal's Complaints Handling Training equips individuals with the expertise to manage and resolve customer complaints effectively, turning challenges into opportunities for improvement and customer satisfaction. Led by seasoned instructors, this course provides practical techniques and strategies to implement and measure complaint-handling processes. Join us to learn how to transform complaints into positive experiences and enhance customer loyalty within your organization!