

# Complaint Handling

## Overview

**Duration: One Day**

This course will help front-line staff to deal with complaints in a straightforward and effective way.

Our approach takes attendees through a number of activities to suit all learning styles and to ensure that the lessons learned stick long after the course is over.

## Description

Complaints are a common factor for all businesses. Customers will always demand good value and equally effective service. Complaints can make or break an organisation, particularly now that the internet provides such an easy forum for customers to air their grievances. We need to ensure that our people are skilled in handling complaints. Not only will this help to solve problems as they arise but will also help to improve our business as a whole.

Customers are the key element of any thriving organisation, and if you don't keep them satisfied, they will simply go elsewhere for the products and services you provide. It's a simple fact, but one that is so often overlooked by organisations and the people who work for them.

This course will provide attendees with the skills, knowledge, and awareness necessary to display a positive approach when communicating with customers.

Topics covered:

- **Why are complaints good for business?** – In this activity, participants consider why complaints are good for business and why unhappy customers should not be discouraged from complaining.
- **How to make a bad situation even worse** – Participants discuss ways in which they can ensure that they handle their complaints badly and then relate this to their own experiences handling complaints.
- **Turning Complaints Around** – Participants are introduced to our complaints handling approach called AURA. They then work through a case study to help them apply AURA practically.
- **Complaint Handling Skills** – Using empathy, understanding, self-control and listening skills to positively resolve a complaint
- **Hostility** – It is inevitable that some complainants will be hostile, and this session provides participants with some tips to help them handle hostility.

- **Personal Abuse** – Hostility can spill over into personal abuse. Participants learn how to handle this professionally by listening to a situation and discussing how they would handle it.
- **Complaint Handling Practice** – Participants have the chance to practice the techniques they have learned using our simulations.

### **Who Should Attend?**

Anyone who is customer facing and/or may receive complaints from customers.