



Complaints Management Course Outline



Program Overview

Complaints management training program aims to improve the complaint handling process within your company and to make customer service staff more confident and effective at managing customer complaints. This 1-day course is to equip your personnel to effectively manage complaints as part of your company's effort to improve customer service and increase customer advocacy. In return for this training, we will deliver employees who focus on the benefits of proper complaint handling at the frontline particularly at the moment of truth where your team can put things right, and increase customer loyalty, advocacy and retention while reducing cost. This course can be customized for organizations depending on staff and content requirements. It applies to both frontline, internal support and contact center environments and is designed equally for staff with little experience or those requiring refresher customer service training.

Duration

1 – Day Program

Learning Objectives

At the end of this training, participants will be able to:

- Learn the Nature of Complaints
- Learn and understand the different types of complaints.
- Identify the different types of complainers and learn how to communicate with them.
- Explain the process for documenting complaints and giving feedback
- Describe ways to resolve complaints using the LAST sequence
- Describe ways to build customer loyalty through effective complaint handling
- Gain confidence when face with a difficult situation
- Convert a complain into a positive customer experience
- Learn the Best Practices for Complaint Management
- Learn how to manage customer expectations when they complain

Target Audience

Frontliners, Staff and supervisors managing client relations. This is also open for those who are new to the function or have not had the benefit of formal training in managing complaints and feel the need to improve in customer service management.

Project Structure and Outline

The Program is delivered using a combination of instructor-led discussion, case study and exercises on practical implementation of the concepts discussed within the training. The topics presented below define the areas of focus under the program.

Course Content

MODULE 1: Introduction

- What is a Complaint?
- Why do Customers Complain?
- Importance of Complaint handling in Customer Retention.
- Common Ways to Lodge a Complaint.

MODULE 2: Complaint as a Gift


- Welcoming Complaints
- Complaints as an opportunity

MODULE 3: Handling Customer Complaints effectively

- Steps in Effectively Handling Customer Complaints
- Managing Effective Communication
- Dealing with Complaints
- Six Useful Tips in handling complaints

MODULE 4: How to Deal and Win a Complaint

- Behaviors to Avoid
- Dealing with Specific Complaints
- Efficient Work Practice
- Solving Complaints
- Recovery Guidelines (5 steps)

 **MODULE 5: Different Types of complaining Customers and How to Handle them**

 **L.A.S.T Approach in Handling Customer Complaints**

 **Best Practices in Complaints Management**

- Adopting a “Complaint Culture” Throughout the Organization
- Instituting a Standardized Complaint Intake Process
- Developing a Complaint Log Workflow/Database
- Establishing a Centralized Complaint Team
- Creating Complaint Handling Procedures
- Performing Root Cause Analysis and Trending

 **Workshop/Activities**



Why Choose SAS Management Inc.

We Deliver Results

SAS Management Inc. has consistently proven its capability to deliver and exceed our clients' expectations. We are the only PEOPLECERT® Accredited Training Organization (ATO) in the Philippines. Our pool of consultants and trainers are seasoned industry veterans who have above average qualifications and certifications such as Business Management, Process Improvement, and Organizational Development Programs.

We Create Value

SAS Management Inc. believes in ensuring that our services meet the intended needs of our clients. To us, it is more than just providing training and consulting but rather ensuring that these are the things that our clients really need. This is why SAS Management Inc. is probably the only training provider that does a thorough needs assessment prior to providing a proposal. Our goal for every proposal is to CREATE VALUE for your organization.

SAS Management, Inc. is affiliated and endorsed by the following organizations:

Key Affiliations/Accreditation	Key Partner Programs	Key Partners
 	 	    
		   