



Proven Strategies for Handling Customer Complaints

Duration: One day

Time: 9am – 4pm

For: Service Providers and their Supervisors

PROGRAM OBJECTIVES

This one-day workshop is designed to meet the needs of front-line staff faced with difficult customers. At the end of this workshop, participants will understand that the successful resolution of customer complaints to the customer satisfaction is critical to the long-term success of organizations. They will go back to the workplace knowing how to create a service recovery system; how to identify the main roadblocks to service recovery; know the strategies for preventing dissatisfaction; know the 7-step procedure for handling customer complaints successfully.

The techniques in this workshop will help front-line staff diffuse adverse situations, handle customer complaints, and increase customer satisfaction.

METHODOLOGY

Workshop consists of lecture/discussions, visual aids, individual and group activities.

CONTENT DOMAIN

- ✚ Pre-Test/ Discussion of Pre-Test
- ✚ Complaints- facts and myths
- ✚ Why do customers complain?
- ✚ Customer complaints are windows of opportunity
- ✚ Guidelines for responding to customer complaints via letters and emails
- ✚ What is **service recovery**?
- ✚ Creating a service recovery system
- ✚ Managing the service recovery effort.
- ✚ The cost of customer dissatisfaction
- ✚ Strategies for addressing customer dissatisfaction
- ✚ The 7-step approach to handling customer complaints
- ✚ How to maintain the customer when you have to say no
- ✚ Four types of difficult customers and how to deal with them
- ✚ Post Test/Discussion of Post test

Tel: 876-754-3263

csaj@cwjamaica.com

www.csajonline.com