



# Certificate in Effective Customer Complaints, Management and Resolution

## ► Upcoming Sessions

05-09 Aug 2024	Dubai - UAE	\$5,950
16-20 Sep 2024	London - UK	\$5,950
25-29 Nov 2024	Dubai - UAE	\$5,950
26-30 May 2025	London - UK	\$5,950
15-19 Sep 2025	London - UK	\$5,950
24-28 Nov 2025	Dubai - UAE	\$5,950

## ► Training Details

### Training Course Overview

Our Certificate in Effective Customer Complaints Management and Resolution training course is tailored to provide participants with the vital skills and knowledge required for proficiently handling and managing customer complaints. Recognizing that customer complaints serve as invaluable feedback and can greatly influence an organization's reputation and financial performance, it becomes imperative for businesses to address complaints in a professional manner and strive for satisfactory resolutions. This course offers practical insights and strategies aimed at adeptly managing complaints, bolstering customer relations, and elevating the overall customer experience.

### Training Course Objectives

**By the end of this training course, participants will be able to:**

- ▶ Understand the importance of effective customer complaints handling and its impact on business success
- ▶ Develop and implement a structured complaint handling process
- ▶ Identify and address the root causes of customer complaints to prevent recurrence
- ▶ Apply conflict resolution and de-escalation techniques to handle challenging customer interactions
- ▶ Utilize feedback loops for continuous improvement in complaint management
- ▶ Enhance customer satisfaction and loyalty through effective complaint resolution

### Designed for

**This training course is suitable to a wide range of professionals but will greatly benefit:**

- ▶ Customer service representatives
- ▶ Frontline staff interacting with customers

- ▶ Customer support teams
- ▶ Supervisors and team leads
- ▶ Managers responsible for customer service and satisfaction
- ▶ Quality assurance and process improvement specialists
- ▶ Anyone interested in improving their skills in customer complaints handling and management

## **Learning Method**

This Anderson training course will utilize a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. The facilitator will provide interactive presentation that incorporates slides, videos, group discussion, and practical exercises to examine all aspects of the topic.

## **▶ Training Details**

### **Day One: Introduction to Customer Complaints Handling**

- ▶ Overview of the course and its objectives
- ▶ Importance of effective complaint handling
- ▶ Types and sources of customer complaints
- ▶ The impact of unresolved complaints on businesses

### **Day Two: Complaint Handling Process**

- ▶ Developing a complaint handling process
- ▶ Steps in effective complaint resolution
- ▶ Setting realistic expectations for complaint resolution

### **Day Three: Root Cause Analysis**

- ▶ Identifying the root causes of complaints
- ▶ Fishbone (Ishikawa) diagram technique
- ▶ Pareto analysis for prioritizing issues

### **Day Four: Conflict Resolution and De-escalation**

- ▶ Understanding conflict in complaint situations
- ▶ Techniques for de-escalating customer emotions
- ▶ Conflict resolution strategies
- ▶ Handling escalated complaints and when to involve supervisors

### **Day Five: Continuous Improvement and Feedback**

- ▶ The importance of feedback loops in complaint management
- ▶ Establishing a feedback system
- ▶ Key performance indicators (KPIs) for complaint handling
- ▶ Using customer feedback for process improvement
- ▶ Course wrap-up, certificates, and closing remarks

## **▶ The Certificate**

Anderson Certificate of Completion will be provided to delegates who attend and complete the course.

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

**Request for a Tailor-made training and educational experience for your organization now:**

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