

HANDLING COMPLIMENTS, COMPLAINTS AND CRITICISM POSITIVELY

Who this course is aimed at

This one day module is aimed at line managers who deal with customer compliments, complaints and criticisms which have been escalated from front line customer service advisors.

Course aim

To provide delegates with the tools and techniques to help them handle compliments, complaints & criticism effectively, using tact and interpersonal skills to ensure a win-win result.

Course objectives

By the end of this module delegates will:

1. Understand their management roles and know the benefits of handling compliments, complaints and criticism positively;
2. Have looked at how behaviour breeds behaviour and how our attitude can either defuse or inflate the customer's emotion;
3. Use risk assessment to help weigh up the possible impact on the business and ensure 'damage limitation' is applied;
4. Be able to use the core principles of rapport building to relax the customer and build trust;
5. Have identified ways of empathising with the customer to defuse their emotion;
6. Know how to talk in "can do's" rather than "can not's";
7. Talk in customer 'benefits' when explaining processes and options;
8. Use 'power words' to gain commitment from the customer;
9. Be able to take control of the conversation with reassurance statements and verbal signposting;
10. Be able to use positive language and power words to build confidence and trust;
11. Take appropriate action on the back of any complaints or criticism received;
12. Be able to say 'no' assertively in a variety of ways maintaining respect for the customer.



HANDLING COMPLIMENTS, COMPLAINTS AND CRITICISM POSITIVELY

Key Areas Covered

- What is a complaint and the benefits that complaints bring to the business?
- The attitude cycle – behaviour breeds behaviour
- Responding assertively with tact and diplomacy
- Empathy and emotional intelligence
- A positive attitude – you want to help
- Eliminating the use of emotive words and phrases
- Using ‘power words’ and positive language
- Using features and benefits to gain commitment
- Positive / assertive ways of saying no
- Personal action planning

WHAT TO DO NEXT

This course will be tailored to suit the needs of your people, and your own in-house policies and procedures will be included and reinforced during the training.

Please contact us to find out how this course can help you / your organisation.

Contact: Neville Beardsmore
Tel: 0121 247 5736 / 07984 030 180
E-mail: neville@cfatraining.co.uk

We look forward to hearing from you.