



## Complaint Handling for Positive Outcomes

### Course Aim



To provide Guest Service Managers with the key skills necessary to handle customer complaints effectively resulting in increased customer loyalty and therefore increased profits.

### Programme Content:



Introduction



**Complaints into Compliments:** to provide participants with an effective 7-step process for dealing with complaints either face to face or on the telephone.



**Skills & Techniques for Managing Dissatisfied Customers:** Highlights different interpersonal skills and techniques that can be extremely powerful when dealing with customers who are dissatisfied with a product or service.



**Different Types of Behaviour and How to Respond:** Introduces delegates to ways to identify the behavioural clues given by customers and to use this knowledge to diffuse the situation by applying their own positive service skills.



**Dealing Positively with Written Complaints:** Introduces participants to the basic skill of constructing effective letters in response to customer complaints.



**Compensation:** To examine the issues of compensation from the business and the customer's points of view and to suggest ways to achieve a win-win situation when we have let a customer down.



Conclusion

### Course Duration:

This is a full days course and can be included as part of a management development workshop.

### Course Materials

All delegates are provided with a course folder, and all handouts and exercises.

Delegates will need to bring with them examples of customer complaint letters and replies that have been sent.

