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Dealing with Customer Complaints

A happy customer may tell three people about their experience with you but an unhappy one could share their problems with up to ten. That's the kind of 'word of mouth' you have to get right.

Dealing with complaints effectively can build a good relationship with your customers, save money by avoiding their escalation and earn repeat business.

Most organisations receive and reply to complaints by telephone, e-mail and letter. Whoever has the task of responding can be the company's most valuable ambassador and this highly participative course addresses the skills required to deal with complaints effectively.

Course Content

The importance of attitude
Communications skills
Telephone techniques
Listening skills
Creating empathy
Things to avoid
Responding by the written form
Remaining assertive
Reaching agreement on the way ahead
Exercises