

Effective Complaint Handling

Half Day Course

Rating: ★★★★★ 4.8/5



Introduction

Rushing to 'close complaints down', hiding behind a complaints procedure' and seeing complaints as an 'inconvenience' are guaranteed ways to infuriate customers.

Hamilton Mercer's Service Methodologies™ empower people to own complaints, adapt communication styles accordingly, and identify mutually beneficial outcomes.

Learning Objectives

Upon completing this course learners will be able to:

- Handle complaints across all communication channels with confidence and professionalism.
- Defuse emotionally charged people and regain the complainant's trust.
- Quickly establish the root cause (drivers) of complaints and the desired outcomes of complainants.
- Conduct 'fair' investigations, present sustainable solutions, and manage complainant expectations.
- Share valuable insights with internal departments to reduce the likelihood of future complaints.

Audience

People of all experience levels and seniority who handle complaints across all communications channels; face to face, telephone and written (email, live chat and social media).

Return on Investment

Performance outcomes include:

- Business growth through increased customer retention and recommendations.
- Fewer unnecessary escalations to managers (and external regulators).
- Better reporting / categorisation of complaints.
- Fewer future complaints due to proactive product / service improvements.
- Uplifted staff confidence, efficiency, satisfaction and morale.



Course Content

Module 1: Receiving Complaints: Structure & Listening

Learning Outcomes

- View complaints as an opportunity to retain customers, learn and improve.
- Recognise complainants' emotions and select the correct level of empathy.
- Defuse emotionally charged customers by neutralising negativity.

Service Methodologies

- Introduction to Complaint Handling
- Complaint Handling: The L.E.A.D. Method™
- Empathetic Listening

Module 2: Resolving Complaints: Validation & Redress

Learning Outcomes

- Validate complaints and respectfully align invalid complaints.
- Pinpoint reasons for the complaint – Root Causes & Drivers.
- Ensure the value of solutions reflect the nature / seriousness of the complaint.
- Link decisions with desired outcomes so complainants feel listened to and treated fairly.

Service Methodologies

- The 3P's of Complaint Validation™
- Selecting the Most Appropriate Redress

How to Book

Book Online

<https://hamiltonmercer.co.uk/theportmanestateacademy/>

Email

r.mcnulty@hamiltonmercer.co.uk

Dates, Locations & Timings

The Portman Estate Office

40 Portman Square, London W1H 6LT

Wednesday 12th April 2023: 1:45pm – 5.00pm

Wednesday 13th September 2023: 1:45pm – 5.00pm



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This course is part of the **Customer Service and Personal Development Academy** provided by **Hamilton Mercer**

Hamilton Mercer's training sessions are
Friendly, Highly Engaging and Humorous.