



TIMELY
RESPONSE






EVERY
day is
CUSTOMER
day



SERVICE
with a



A  customer is a   customer

REWARD
the customer



**CUSTOMER
SERVICE**

Value the
customer's
OPINION



Deal EFFICIENTLY



with CUSTOMERS



LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



BTS

Training & Consultancy



Improving Customer
Service Through Customer's
Complaint System & Tools

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Improving Customer Service Through Customer's Complaint System & Tools

Introduction:

This specialized course tackles the issue of customer complaints by focusing on its two components: the behavioral aspect related to the individual employee who deals face to face with the complainant and the system's or procedural aspect related to how the organization should process a complaint, every step of the way, from the moment it is raised to its conclusion. In addition, the course also covers the necessary preparations an organization must go through in terms of culture development and openness before it can hope to benefit from complaints, recover complaining customers, improve internal processes and achieve new heights in customer satisfaction.

Who Should Attend?

Executives, Managers, Team Leaders, PR Managers, PR Assistants, PR Executives, PR Researchers, Marketing Assistants, Marketing Executives, Customer Relationship Management (CRM), Supervisors, Product Managers, Marketing Managers, Marketing Assistants, Marketing Executives, Business Unit Managers, Sales Managers, Customer Care Managers and Supervisors, Directors of Public Relations, Directors of Marketing, Senior Public Relations Managers, Company Directors, General Managers, Senior Managers, Engineers, Foremen, Analysts, marketing staff at any level in the organization, market research, loyalty scheme managers, Those in PR in public sector, private sector and not-for-profit organizations, Those in PR at the national, regional and community level, those working for international, global or supranational organizations, those who are keen on improving performance by taking their customers to higher levels of satisfaction, as well as customer service managers and supervisors interested in advanced customer service tools

Course Objectives:

By the end of this course, delegates will be able to:

- Defend the vital role of a customer complaints management system in enhancing organizational performance
- Implement a customer feedback system that will maximize customer satisfaction and retention
- Manage every phase of the complaint handling process from preparation to closing including receipt, analysis, escalation, tracking and all internal and external communication
- Formulate relevant key performance indicators to assess and audit complaint systems
- Evaluate existing systems and benchmark against world's top complaints handling standards

Course Outline:

Introduction to Understanding Your Customers

- Interesting facts and figures
- Customer retention
- The principal foundation of retaining and developing our customer base
- The PRIDE model for understanding customer needs
- Service mix elements
- The service quality model and service **gaps**
- **Managing customer expectation**

Introduction to Complaints Management

- Customer complaint definition
- The importance of complaints
- Customer satisfaction and customer loyalty
- The Kano model

- The danger of ignoring complaints
- Levels of complaints
- Complaints handling: process and behavior
- Sources of customer complaints
- Dealing with customer complaints

Complaints Management Standards and Complaints Handling Process (CHP)

- Complaints management standards
- ISO 9001 process model
- ISO 9001 and requirements for complaints management
- Essential elements of a complaints management system
- ISO 10002:2008 guidelines for CHP
- Scope and guiding principles
- The complaints handling policy
- Responsibility and authority
- Planning and design
- Operation and communication
- Maintenance and improvement
- Management review

Assessing and Monitoring a Complaints Management System

- Quotes on measures
- Metrics, measures and Key Performance Indicators (KPIs)
- Where do KPIs come from
- Some organizational Key Result Areas (KRAs)
- Criteria for good KPIs
- Analysis of complaints: Root Cause Analysis
- Prioritizing problems

- Finding effective and efficient solutions