



## TALKING LIFE SEMINARS

### **PROFESSIONAL COMPLAINT MANAGEMENT – A 1-day Workshop (Max Numbers: 30)**

One of the most effective ways to generate confidence and satisfaction in the organisation/Trust, is to ensure that all ‘Customer’ experiences are good experiences. But in the real world we all know that “blips” can occur. Professional Complaint Management focuses on how we can both minimise the “blips” and maximise the opportunity when things go wrong. How we manage challenging situations gives us an edge; makes a difference to our customers and gives them the opportunity to pass on positive feedback. Attendance at this Workshop is an investment in the future success of yourself and your organisation.

#### **WHO WILL BENEFIT?**

The course/workshop is relevant to anyone in healthcare who deals with ‘customers’ and is committed to service excellence. The highly participative event challenges a number of key themes, enabling participants to open their minds to the present workplace reality.

What are we doing right and how do we enhance that further? What could be we doing even better?

#### **THE COURSE OUTCOMES**

- Contentious issues will be raised and answers sought
- Real solutions rather than academic models will be discussed
- Customers can be encouraged to change from assassin to ambassador
- Professional Complaint Management saves time and energy and generates goodwill and the effective running of the organisation.

#### **PROGRAMME**

Registration: 08.45 – 9.30

09.30 – 10.30

Objectives, Introductions, Rules of Engagement, Development Contracts

- Step 1 - How Good Are We – Where’s the Evidence?
- Step 2 - Are we developing at the Same Rate or Faster than other organisations?

10.40 – 11.00 Coffee

11.00 – 12.30

**TALKING LIFE SEMINARS 36 Birkenhead Road, Hoylake, Wirral CH47 3BW**  
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- Step 3 - Analysis of Contact Time – How can we make things better?
- Step 4 - What's Our Complaint Handling Procedure & How does it Impact on Best Practice?
- Step 5 - How sensitive are we to 4Ps?
- Step 6 – Activity – Difficult Customers

12.30 – 1330 Lunch

13.30 – 15.00

- Step 7 – Complaints – Love ‘em or Loathe ‘em?
- Step 8 – External Customer Feedback – What Channels are Open? Do we Listen to What They Want To Tell Us?
- Step 9 – Internal Customer Feedback – How Proactive Are We In Encouraging, Acknowledging and Responding to our colleagues at ‘The Sharp End’?

15.00 – 1520 Tea

15.20 – 16.30

- Step 10 – Activity – Mystery ‘Shopper’
- Step 11 – Generating Customer Loyalty
- Development Contract Review & Commit to Action Plan
- Agree Post Workshop Follow Up

### WHAT DELEGATES SAY:

- ❑ “A really stimulating and provocative day – thank you” [Supervisor, Yorkshire](#)
- ❑ “Good to have time to think” [Health Centre Manager, Sussex](#)
- ❑ “Brilliant to have a facilitator who could relate to the real world” [Customer Care Operative, London](#)
- ❑ “Lots of great tips and ideas. Will adapt the checklists to meet out particular requirements.” [Customer Services Director, South West](#)

#### THE TRAINER

“John has the ability to make complicated things interesting, memorable and simple” (Team Leader, Milton Keynes)

**John Dodds CInstSMM, FCIPD** is a highly experienced Trainer/Developer/Facilitator Who has worked extensively throughout the UK and Western Europe with a diverse mix of Clients from a multitude of sectors, including the NHS. He is a seasoned professional and many of his projects have been developed from firsthand experience. He engenders an enthusiastic and energetic approach to all aspects of personal development and skills enhancement, convinced that workshops should be enjoyed rather than endured! His very direct approach, blending inputs with skills practice, raises self confidence ensuring that the ideas absorbed are applied and will have a positive and lasting impact for the participants.

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