



## TALKING LIFE SEMINARS

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

One of the most effective ways to generate additional business is to insure that all Customer experiences are magically.

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 on our competitors; makes a difference to our customers and gives them the opportunity to pass on positive referrals. Attendance at this Workshop is an investment in the future success of yourself and your business.

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

The course/workshop is relevant to anyone who deals with customers and is committed to service excellence.

The highly participative event challenges a number of key themes, enabling participants to open thier minds to the present business reality.

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

Professional Complaint Management generates extra business and impacts upon the bottom line.

#### **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 profit

#### **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 Growing at the Same Rate or Faster than the Competition?

10.40 – 11.00 Coffee

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11.00 – 12.30

- 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 & Repeat Business
- Development Contract Review & Commit to Action Plan
- Agree Post Workshop Follow Up

### WHAT DELEGATES SAY:

“A really stimulating and provocative day – thank you” [Home Shopping Supervisor, Yorkshire](#)

“Good to have time to think” [Health Centre Manager, Sussex](#)

“Brilliant to have a facilitator who could relate to the real world” [Airline Customer Care Operative, London](#)

“Lots of great tips and ideas. Will adapt the checklists to meet out particular requirements.” [Customer Services Director, South West](#)