XCELERATE TRAINING INSTITUTE
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CUSTOMER SERVICE

Customer Complaints Handling and Management

DURATION	LANGUAGE	FORMAT
5 days	English	Classroom / Online

Upcoming dates

Dates	Venue	Format	Fee
4 – 8 Jan 2027	Live online	Online (live)	€1,200
8 – 12 Feb 2027	Amsterdam	Classroom	€3,600
12 – 16 Jul 2027	Live online	Online (live)	€1,200

Register or ask a question

Online: x8ti.com/course/customer-complaints-handling-and-management/
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Customer Complaints Handling and Management

Introduction

In which ever best possible way you run your business, you will at-least once, find a customer with an unhappy face or a dissatisfied review. The most impeccable business will also face a customer complaint once in a while. We need to know that customer complaints exist due to the different perceptions and expectations mismatch between the customer and the organization. It's natural to have a perception and expectation, likes and dislikes.

There will be times, when the customers will call in with some grievance and concerns from time to time or sometimes with just mere expectations that are unfulfilled from the perspective of positive customer service. What becomes very crucial is for the employee to understand and address each grievance with complete respect and empathy.

Improving customer handling, company's reputation, enhancing the brand value and client retention are some of the most critical goals of any organization. Embracing each criticism as a constructive and positive way to improve ourselves to get out there and serve our customers better is the key to excelling in customer service. There are various kinds of customers, and handling them and creating successful interactions becomes absolutely necessary. Remember the customer who complains probably is interested maintaining a relationship and is actually helping us grow!

This Customer Complaints Handling and Management Training course from Xcelerate Training Institute Talent Solutions will empower you with the chance to grow your customer service skills. You will be able to go the extra mile, and this is critical for every industry to prosper today!

Learning Objectives

This Customer Complaints Handling and Management Training Course equips you to develop crucial customer-facing skills. It will help you enhance your confidence levels in order to improve your handling of the customer complaints. This program works towards the enrichment of the customer relationship, retention and loyalty. The aim of this program is to provide participants with critical skills and help build the confidence and offer a satisfactory solution that helps build customer retention.

Upon completing this Customers Complaints Handling and Management Training Course successfully, participants will be able to:

- Build skills in building rapport and understand the customer requirements
- Empathize with the customer while understanding his requirements
- Learn to be a proactive listener and gauge the understanding by using listening skills
- Work on their body language and gestures in order to showcase a professional approach
- Understand the customer expectations and work towards exceeding them
- Defuse the emotional reactions by difficult customers
- Interact with the customer using effective communication skills
- Identify their approach towards customers complaints

- Use a customer centric approach
- Convert the customers with complaints into champions who would showcase loyalty

Training Methodology

This Customer Complaints Handling and Management training course will comprise of the following training methods:

- Presentations
- Role plays
- Group Discussions
- Lectures & Seminar Method
- Assignments
- Activities
- Polls
- Surveys
- Whiteboard interaction
- Case Studies & Functional Exercises
- On the spot Coaching

The program is designed to be structured and detailed for the benefit of each participant. Following a two-way communication, we work with the participant to ensure that they are able to get a practical experience of customer interaction.

At Xcelerate Training Institute, we use the ‘Do-Review-Learn-Apply’ model.

Benefits for Your Organisation

Every organization believes in keeping their brand name high and retaining customer loyalty at all times. Yet every single organization is faced with customer complaints one or the other time and has to deal with them. If you are an organization who believes that you want to keep the brand value high and do not want the customers to go unhappy, this program is for you and your employees. This Customer Complaints Handling and Management training course works with the individuals to work with the customers to understand their complaints, build rapport, work with them to serve them by understanding their reason of the challenges being faced and the pain areas in order to ensure satisfied customers.

As an organization who wants to enhance their customer satisfaction index scores should look at nominating their employees for this program.

Organizations who nominate their employees to participate in this Customer Complaints Handling and Management training course can benefit in the following ways:

- Be able to better serve the customers with complaints
- Have customers who feel that they matter
- Increased C Sat (Customer Satisfaction) scores
- Have the employees create trust credibility and respect with the customer

- Have the employees build rapport with the customers and enhance them
- Use Customer Centric responses when interacting with the customer
- Be able to deal with the customers complaints in a successful manner
- Organization will be noted for going the extra mile in customer support
- Better the overall customer interaction experience

Benefits for You

The aim of this course is to enable and empower an individual to better handle customer complaints. The customer complaints are increasing and so are the organizational demands which leads to increase in stress. The individual will be able to develop skills to deal with difficult customers by attending this program.

Individuals who participate in this Customer Complaints Handling and Management training course can gain from it in the following ways:

- Build better rapport with the customers
- Understand customer requirements in detail
- Know who the customer is
- Deal with customers complaints and turn them into successful interactions
- Have reduction in the complaints from customers and focus on customer satisfaction
- Excel in the customer interactions

Who Should Attend

- Personnel dealing directly with customers
- Customer Complaints Teams
- Customer Service / Sales Teams
- Customer Complaints – Escalations Department
- Customer Complaints Call Center Employees
- Customer facing – Team managers
- Customer Service – Quality Coaches, Trainers and Supervisors

Course Outline

Build Rapport and connect with your customer

- Use conversational language to your advantage
- Build a connect with the customer
- Ask questions to build an interview
- Understanding customer expectations
- Create a successful interaction with the customer

Customer Service Principles

- Understand their requirement
- Know the customer service principles

- Set the foundation with the pillars of customer service
- Set a professional approach towards defining their experience

Create Trust Credibility & Respect

- Set the importance of building trust with the customers
- Stakeholder credibility management
- Knowing which one is key – trust credibility or respect

Build the Right Attitude

- Find out about knowledge skill and attitude
- Build the right attitude and develop success
- Show the approach of gratitude
- Focus on the positives
- Invoke the conversation with a peaceful approach
- See the perspective of giving with joy
- Recognize your abilities and areas of growth

Develop Empathy

- Recognize the critical role of listening in customer service
- Know the different levels of listening
- Acknowledgment of needs
- Working on active empathy
- Customer Conflicts and Managing Disputes

Communication Skills

- A two-way communication
- Types and Impact of communication styles
- Understand how communication works and doesn’t work
- Recognize the filters to communication
- How to overcome communication barriers?
- Recognize the importance of non-verbal communication
- Body Language – Radiating a Positive Energy

Dealing with Customers complaints

- Complaint resolution through active listening
- Go beyond the obvious to support the customer
- Bring in sensitivity in dealing with customers complaints
- Defuse the anger and create successful relationship

Handling Customer Complaints

- Understanding the different kind of complaints
- Bring in creativity in solving the customer problems
- Create a structure to deal with conflicts and complaints
- The thirty second rule

- Reduce the number of complaints
- Create customer – champions

Customer Centric – Resolve Customer Complaints Model

- Learn the 4-step approach to handling customer complaints
- Defuse the emotional responses by the customer when making complaints
- Handle complaints effectively
- Review complaints and focus on satisfaction
- Create a win – win for the customer and your organisation

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Registration Form

Customer Complaints Handling and Management

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call
+491631686678

Email this form
info@x8ti.com

Register online
Open the course page