

Handling Customer Complaints - Remaining Calm Under Pressure

1 Day RCP

OVERVIEW

This course explains how to stay calm under pressure, not to over react, and how to remain professional when managing issues.

Customer expectations for speed, quality, cost control and delivery have increased and customers complain when their expectations are not met. When customers complain it can be a very stressful experience and remaining calm under pressure is key to retaining long-term customer loyalty.

It is designed to challenge the participants' beliefs in managing customers' expectations. They will leave the course with a personal action plan identifying the key changes to make, and skills to practise, to ensure they stay calm at all times regardless of the pressure of the situation.

DESIGNED FOR

Designed for participants responsible for dealing with customer complaints (internal or external). It will show them how to manage angry and demanding customers' expectations and explain the tips and techniques to use to ensure that they stay calm throughout the whole process.

LEARNING OUTCOMES

By the end of this course participants will be able to:

- Understand the impact they have on customers; negative and positive.
- Understand the change in their thinking and behaviour that is required to manage complaining customers.
- Recognise that it is important not to take complaints personally but to respond in a professional manner.
- Establish rapport with angry and abusive customers, and resolve their complaint.
- Appreciate the value to them and their customers when they remain calm and resist their pressure.

TOPICS COVERED

Personal Impact on Customers

- "I'm good at managing my customers"- self-analysis
- What do your customers think about you and your organisation?
- The perception divide – "It's entirely your fault!"
- Managing customer complaints

Why Customers Complain

- Managing extremes of behaviour
- Managing emotion
- Managing angry and abusive customers

Managing the Issue and not the Person

- Managing your customer's emotion
- Staying calm under pressure
- Generating customer loyalty

Listening, Acting and Responding to Customer Needs

- Using the complaint to re-shape the 'customer experience'
- Genuine, sincere and proactive customer service
- Achieving excellence in customer service

Best Practice Checklist

- Your customer experience statement
- Personal action plan

EXTRA NOTES

An equivalent course is available in Arabic. Please call us for details.