Positively Handling Client Complaints

Hands-on course of 2 days - 14h
Ref.: TRR - Price 2024: CHF1 450 (excl. taxes)

EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Understand and analyze the customer's complaint

Develop your relationship and commercial skills to better deal with the complaint

Managing aggression and delicate situations

Turning an incident into positive action

HANDS-ON WORK

Brainstorming and creativity exercises in groups, behavioral scenarios and filmed role-playing, real case studies.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

THE PROGRAMME

last updated: 06/2022

1) The complaint

- Definitions and degrees: incident, claim, escalation, etc.
- The legitimacy of the customer to complain: Rights and duties of the parties.
- Who is the complaining customer? Why are they issuing a complaint?
- Examining the problem from an objective standpoint, from the standpoint of the customer's personality.
- List of concrete situations in companies. How have they been treated up to now?
- A specific case of escalation and overreaching.
- Types of criticism.

Exercise : Make a checklist of the most frequent complaints or those that pose a problem. Feedback on the escalation of the incident.

2) How do you turn a dissatisfied customer into a satisfied one?

- The company's strengths and weaknesses.
- The promises made.
- The reality perceived from the inside.
- Predictable problems with customers.

Case study : Discussions based on actual customer cases.

3) The profile of the "complainer"

- What is a satisfied customer?
- What are their characteristics? How do they form a decision about the service rendered?
- The customer's environment, their own knowledge and abilities, their value system.
- The concept of quality. The effect of time.
- The difference between product and service.
- The different components of dissatisfaction.
- Different types of personalities.
- How to detect them, how to approach them, how to communicate with them; how to go about it?

Exercise : In groups, create a mind map of the different complainer profiles.

4) The handling of the complaint itself

- Dialog: questioning and active listening.
- The objection: different types and techniques of response.

- Empathy: An attitude, but also an approach and a method in four steps.
- Argumentation and persuasion: differences between logos, ethos, pathos.
- Negotiation, knowing how to say no.
- Managing aggression and delicate situations: DESC.
- Using incidents and complaints to improve and enhance the company.

Role-playing : The special case of exacerbated aggression. "I have no solution" exercise: developing customer alternatives in extreme cases.

DATES

REMOTE CLASS
2025 : 20 Feb, 15 May, 17 Jul, 23 Oct