

**Workshop title: Handling Complaints Positively**

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**Aim:** To help companies project a professional business image through courteous and helpful handling of customer complaints

**Designed for:** Any staff who deal with customer complaints by letter, telephone or email

**Objectives:** By the end of the workshop, staff will

- appreciate the best way to project a positive, helpful image
- know when and how to use telephone, letter or email
- identify constructive questions to guide a telephone call
- know how to handle angry and upset customers competently

**Method:** This workshop will be based on actual examples of complaints from customers and company procedures. It will involve practical exercises, discussions and case studies.

**Content:**

**Projecting a positive image of the organisation**

- \* What image do you want to project to customers?
- \* Use the right language to project the right image
- \* Balance sympathy for the customer with confidence in your organisation

**Approach a complaint positively**

- \* Understand the needs of the customer
- \* Prepare your objective for your response
- \* Decide on the best channel for your response
- \* It's not just what you say, but how you say it (oral or written)

**Listening and talking**

- \* The skill of open and closed questions
- \* Use questions to improve your listening
- \* How questions can control the direction of the conversation

**Angry and upset customers**

- \* Separate the feelings from the facts
- \* Develop partnership solutions
- \* Personal professionalism (how not to escalate the situation)