

# Customer Service and Complaint Handling 客戶服務與投訴處理技巧

MEDIUM : English / Cantonese

COURSE CODE : CSCH

DURATION : 1 Day

FEE : HK\$3,480

EARLY BIRD : HK\$3,180

19 Sep, 2018 (Wed)

Complain are the best gifts customers can give to an organization. While complaints are rarely pleasant, they often carry a positive intention. Unfortunately, many organizations and customer service personnel have adopted a negative attitude towards complaints, which in turn lead to unnecessary conflicts, angers and even sabotage. To be able to handle complaints professionally and tactfully not only helps to resolve the issue at hand, but also raises the public image of the organisation.

The purpose of this course is to build an awareness of providing extra service in complaint handling and equip the participants with communication skills to leverage on the positive intention and turn a complaint into a win-win solution.

## Training Activities

*Discussions, exercises, demonstrations, role-plays, games, mini-lectures*

## What participants will learn

At the completion of the course, participants will be able to:

- Recognize the value of complaints to an organization
- Describe the roles of frontline personnel and management in complaint handling
- Identify the causes behind a complaint
- Demonstrate empathy
- Identify various channels for members to launch their complaints
- Respond positively to customers complaints
- Handle complaints and enquiries tactfully and sensibly
- Collaborate with other departments to address a complaint
- Learn from a complaint to prevent future occurrence

## Benefits

### To the organization:

- Better public image
- Improved morale
- Happier workforce

### To the individuals:

- Reduced stress
- Improved professionalism



## Course Outline

### 1. The benefits of great customer service

Through a *debate exercise and group discussion*, the participants will recognize the benefits of complaints to a public organization. Topics covered in this section include:

- The benefits of great customer service
- You and your organization
- Moment of Truth
- The value of complaints to a public organization
- The benefits of dealing with complain effectively with tact

### 2. The fundamentals of great customer service

Through a *self-evaluation questionnaire and discussions*, the participants will learn how to turn a problem into an opportunity:

- Do's and don'ts in customer service
- Developing a positive attitude
- Developing rapport
- Active listening
- Identifying positive intentions behind a complaint
- Demonstrating empathy

### 3. Telephone manner

Through an *audio sound track, demonstration and role-play*, the participants will acquire the skills to provide good telephone services, including:

- Receiving inbound calls
- Handling inquires
- Making outbound calls

### 4. Template for Effective Complaint Handling

Through an *exercise and role-play*, the participants will learn:

- A 7-step process to handle a complaint
- Acknowledging the complaint and its positive intention
- Seeking a mutually agreeable ground
- Exploring options for win-win solutions
- Seeking agreement
- Formulating action plan
- Expressing appreciation and support

### 5. Managing Difficult Customers

Through a *mini-lecture and discussions*, participants will learn about the mindset of a difficult customer/people and how to deal with one. Included in the discussions are:

- What is a difficult customer?
- Why will people become difficult?
- Understanding threatened intents and their resulting behaviours
- Dealing with difficult customers

### 6. Learning from a Complaint

Through *discussions*, participants will discuss:

- What can a complaint teach us?
- How to collaborate with other departments to address a complaint to prevent future occurrence

# COURSE ARRANGEMENTS

Week	Course Date	Course Title	Course Code	Duration (Days)	Fees* (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline	Medium of Instruction
<b>September 2018</b>								
3	Sep-18	Storytelling for Engaging Presentation	NEW SEP	1	HK\$3,480	HK\$3,180 Aug 24, 2018	Aug 29, 2018	C
	Sep-19	Customer Service and Complaint Handling	CSCH	1	HK\$3,480	HK\$3,180 Aug 24, 2018	Aug 29, 2018	C/E
	Sep 20-21	Project Management Workshop	PMW	2	HK\$6,480	HK\$5,980 Aug 24, 2018	Aug 29, 2018	C/E
	Sep-21	Influencing Skills to Power Up Persuasion	NEW IFSW	1	HK\$3,480	HK\$3,180 Aug 24, 2018	Aug 29, 2018	C/E
4	Sep-27	Effective Communication and Interpersonal Skills	ECIS	1	HK\$3,480	HK\$3,180 Aug 31, 2018	Sep 5, 2018	C/E
	Sep-28	Five (5) Practices of an Influential Leader	NEW SPIL	1	HK\$3,480	HK\$3,180 Aug 31, 2018	Sep 5, 2018	C/E
<b>October 2018</b>								
3	Oct-15	Influencing and Negotiating for Win-Win	NEW INWW	1	HK\$3,480	HK\$3,180 Sep 21, 2018	Sep 26, 2018	C/E
	Oct-16	Leading a High Performance Team	LHPT	1	HK\$3,480	HK\$3,180 Sep 21, 2018	Sep 26, 2018	C/E
	Oct-18	Presentation and Communication Skills	NEW PCS	1	HK\$3,480	HK\$3,180 Sep 21, 2018	Sep 26, 2018	C/E
	Oct-19	7 Thinking Tools to Generate Extraordinary Ideas	NEW 7TT	1	HK\$3,480	HK\$3,180 Sep 21, 2018	Sep 26, 2018	C/E
4	Oct 24-25	Managing People for Win-Win Results	MPWWR	1	HK\$6,480	HK\$5,980 Sep 28, 2018	Oct 3, 2018	C/E
	Oct-26	Handling Difficult People	HDP	1	HK\$3,480	HK\$3,180 Sep 28, 2018	Oct 3, 2018	C/E
5	Oct-29	Business Etiquette Workshop	NEW BEW	1	HK\$3,480	HK\$3,180 Oct 5, 2018	Oct 10, 2018	C

C = Cantonese, E = English

**TIME:** 9:00 am - 5:00 pm daily    **VENUE:** Regal Hongkong Hotel, Causeway Bay, HK.

**\* Fees include refreshments and buffet lunch**

**PAYMENT AND CONFIRMATION:**

- Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

**CANCELLATION AND SUBSTITUTION POLICY:**

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

**ATTENDANCE CERTIFICATE:**

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

**CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:**

Please visit our Website at [www.celhk.com](http://www.celhk.com) or telephone Ms Mak at 2838 1182 to inquire the above.

*Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.*

## ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

**Company Name :**

**Address :**

**Contact Person :** (Mr / Ms)     **Job Title :**

**Direct Line :**     **Email Address :**

**Mobile :**     **Fax :**

**Authorized Person :** (Mr/Ms)

**Job Title :**     **Direct Line :**

**Signature :**     **Date :**

Cheque enclosed for HK\$

**Please note seminar fees are payable in advance**

Made payable to **Communications Engineering Ltd.**  
Please tick (✓) if you require a receipt

**BY PHONE:**  
Call Miss Mak at:  
**2838-1182**

**BY POST TO:**  
Communication Engineering Ltd.  
Room 903, Connaught Commercial Building,  
185 Wan Chai Road, Wan Chai, Hong Kong

**BY FAX:**  
Send enrolment form above to our FAX at number:  
**2838-7122**

**BY EMAIL:**  
[cel@celhk.com](mailto:cel@celhk.com)