

# Customer Service and Complaint Handling

## 客戶服務與投訴處理技巧

MEDIUM : English / Cantonese / Putonghua COURSE CODE : CSCH

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

- 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

### 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:

- You and your organization
- Moment of Truth
- The benefits of great customer service
- 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:

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

#### 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
- Exploring options for win-win solutions
- Seeking agreement
- Formulating action plan
- Seeking a mutually agreeable ground
- 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?
- Understanding threatened intents and their resulting behaviours
- Dealing with difficult customers
- Why will people become difficult?

#### 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