



BEST PRACTICES IN COMPLAINTS MANAGEMENT

Wednesday & Thursday, November 27 & 28, 2024
1:30 pm to 4:45 pm via Zoom

LEARNING OBJECTIVES

At the end of the training, participants are expected to:

- Understand what a complaint is and why people complain.
- Know what drives complaints in your organization.
- Understand the skills and approaches needed to deal with customer complaints.
- Be more pro-active in identifying and fixing the things that cause complaints.
- Have a process to follow when dealing with a dissatisfied customer.

TARGET AUDIENCE

All Officers of an Organization

- Customer Service Managers and Decision-Makers
- Front Line Leaders, Managers, Supervisors and Employees
- 3rd Party Account Managers

This training is applicable to all types of organization regardless of its type or size, or the products and services it provides. It is also intended for all organizations in the public and private sectors.

PROGRAM STRUCTURE AND OUTLINE

The Program is delivered using a combination of instructor-led lectures, case study and exercises on practical implementation of the concepts discussed within the training. The topics presented below define the areas of focus under the program:

OVERVIEW OF CUSTOMER RELATIONSHIP MANAGEMENT

- What is CRM?
- Why do businesses need CRM?
- Supplier - Organization - Customer Focus
- CRM drive to be Proactive (FWD Brand Value)

THE ANATOMY OF COMPLAINTS

- What is a complaint?
- Why do customers complaint?
- Typical insurance related complaints



COMPLAINTS MANAGEMENT FRAMEWORK

Module 1: Detection and Analysis

- How to detect/ identify a complaint?
- Classification Level of a Complaint
- Complaints Analysis (Understanding the Complaint)

Module 2: Analysis of Causes

- Root Cause Identification (Root cause tools)

Module 3: Complaints Resolution

- Responding to a complainant with solutions
- Effective presentation of the solution
- Communication Ethics
- Drafting the response (written complaint)
- Business Writing skills

EFFECTIVE CUSTOMER COMPLAINT FEEDBACK

Module 1:

- Handling customer objections
- Tips on handling & over coming objections
- Effective negotiation skills

Module 2: Turning Complaints to Compliments

- Recovering a dissatisfied customer
- Using complaints as opportunities
- Using Customer feedback process

For query, consulting requirements or request for in-house training programs, please contact:

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