



**HYBRID TRAIN-**  
**23 & 24 Apr 25 (Wed & Thu)**



**Remote Online Training (Zoom) &**

**Wyndham Grand Bangsar**

**Kuala Lumpur (Physical)**

**\*\* Choose either Zoom OR Physical Session**

# EXCELLENT CUSTOMER SERVICE & RESPONSE TO COMPLAINTS

**14 hours ZOOM & PHYSICAL Program**

## OVERVIEW:

Effective complaint handling skills training course teaches the process and methodology needed to create an effective customer complaint handling procedure to improve customer care, satisfaction and complaint resolution rates. How an organization handles customer complaints is crucial in order to maintain a good reputation and to keep client business, and therefore this course is extremely beneficial.

The effective complaint handling skills training course program outline is up to date and pertinent to marketplace requirements, thus catering well to all analytical prediction of training needs in the specified area.

## OBJECTIVES:

- Recognized the key skills and qualities needed to handle customer complaints effectively
- Built skills in building rapport and engaging with the customer
- Demonstrated empathy whilst maintaining control of the conversation
- Established the customer's needs through questions and listening
- Defused difficult customer emotional responses
- Resolved typical work-based complaints effectively

## WHO MUST ATTEND :

VPs and Marketing directors, PR directors, Marcom directors, social media managers, community managers, bloggers, digital marketing executives, PR executives, account managers, account executives, and anybody who needs to use social media to attract customers and prospects, cultivate leads, deepen customer relationships, increase brand awareness, improve public perception and drive sales.



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## METHODOLOGY:

- **Quizzes.** For long, complicated training, stop periodically to administer brief quizzes on information presented to that point. Begin sessions with a prequiz and let participants know there will also be a follow-up quiz. Trainees will stay engaged in order to improve their prequiz scores on the final quiz. Further this will motivate participants by offering awards to the highest scorers or the most improved scores.
- **Small group discussions.** Break the participants down into small groups and give them case studies or work situations to discuss or solve. This is a good way for knowledgeable veteran employees to pass on their experience to newer employees.
- **Case studies.** Adults tend to bring a problem-oriented way of thinking to workplace training. Case studies are an excellent way to capitalize on this type of adult learning. By analyzing real job-related situations, employees can learn how to handle similar situations. They can also see how various elements of a job work together to create problems as well as solutions.
- **Active summaries.** Create small groups and have them choose a leader. Ask them to summarize the lecture's major points and have each team leader present the summaries to the class. Read aloud a prewritten summary and compare this with participants' impressions.
- **Q & A sessions.** Informal question-and-answer sessions are most effective with small groups and for updating skills rather than teaching new skills. For example, some changes in departmental procedure might easily be handled by a short explanation by the supervisor, followed by a question-and-answer period and a discussion period.
- **Question cards.** During the lecture, ask participants to write questions on the subject matter. Collect them and conduct a quiz/review session.
- **Role-playing.** By assuming roles and acting out situations that might occur in the workplace, employees learn how to handle various situations before they face them on the job. Role-playing is an excellent training technique for many interpersonal skills, such as customer service, interviewing, and supervising.
- **Participant control.** Create a subject menu of what will be covered. Ask participants to review it and pick items they want to know more about. Call on a participant to identify his or her choice. Cover that topic and move on to the next participant.
- **Demonstrations.** Demonstrate the steps being taught or the processes being adopted.
- Other activities.
  - ⇒ Create a personal action plan
  - ⇒ Paraphrase important or complex points in the lecture

## COURSE CONTENT

**Day 1: 9.00am - 5.00pm**

**Module 1:**

**Communication Skills for Customer Service**

- Effective verbal and non-verbal communication
- Active listening techniques
- Handling challenging and upset customers with empathy

**Module 2:**

**Communication, building rapport and active listening**

- Breakdown of communication
- Building customer rapport
- Impact of telephone and written communication
- Verbal handshake
- Communication styles
- Why people complain
- Types of listeners exist?
- What are advantages and disadvantages of each listening type
- Active Listening
- Does Active Listening help you handle complaints better?

**Module 3:**

**Maintaining control, empathy in complaint handling and establishing customer needs**

- Using positive language
- Remaining assertive when under pressure
- Asking open questions
- Introduce questioning funnel
- Listening and summarising

**Module 4:**

**Defusing difficult customer emotional responses and agreeing to an appropriate course of action with customers**

- Managing personal response
- Complaint handling techniques to defuse anger and other emotional responses
- Achieving a win/win outcome for the customer and the organisation
- Being clear on the authority/power you have
- Escalating complaints with a defined complaint management process
- Making commitments and honouring promises
- Common challenging scenarios when handling complaints or serving customers
- Handle aggressive complainers

## COURSE CONTENT

**Day 2: 9.00am - 5.00pm**

**Module 5:**

**Problem-Solving and Decision Making**

- Identifying customer issues and complaints
- Analyzing problems and finding appropriate solutions
- Making customer-centric decisions

**Module 6:**

**Customer Service Etiquette and Professionalism**

- Maintaining a positive attitude and demeanor
- Handling difficult situations with tact and professionalism
- Understanding the importance of first impressions

**Module 7:**

**Managing Customer Expectations**

- Setting realistic expectations with customers
- Dealing with unreasonable demands and customer expectations
- Effective communication for managing expectations

**Module 8:**

**Customer Feedback and Continuous Improvement**

- Gathering and utilizing customer feedback for improvement
- Implementing feedback-driven changes in customer service processes
- Encouraging a culture of continuous improvement