



## **EFFECTIVE COMPLAINT HANDLING**

InterContinental Muscat, Oman; 18<sup>th</sup> – 19<sup>th</sup> May 2009

### **WHY NEEDED**

The customers that we already have could be up to 5 times more profitable than the new ones. The customers' loyalty is critical to any organization since the business environment becomes more and more competitive. Creating and maintaining customer loyalty also depends on effective service recovery (when things go wrong during our interaction with the customer). In other words an effective complaint handling strategy, handling the questions, suggestions, there is the need for an effective customer's feedback system and a friendly service replacement policy. According to the 2004 National Complaints Culture survey (NCCS) carried out in London, 90% of consumers admit that they will repurchase from a company if their complaint is handled well.

### **WORKSHOP DETAILS**

- Duration: Two Days, 18<sup>th</sup> – 19<sup>th</sup> May 2009, 8:30am – 5:30pm;
- Fees: RO 675/ US\$1,775 (including workshop materials, lunch & breaks at the venue);
- Venue: InterContinental Muscat, Oman;
- Presenter: Chirstina O'Neill, PeopleAchieve.

### **WHO SHOULD PARTICIPATE**

- Managers and staff working in sales and customer service departments.
- Supervisors in service businesses.
- Front Line personnel and all those wishing to benefit from a clear understanding of the importance of professional complaint handling.
- People handling helplines and complaint desks.
- Customer service policy decision makers.

### **WHAT THE WORKSHOP WILL COVER**

As a result of this programme, participants will be better able to:

- To appreciate the importance of customer satisfaction to the growth of the company
- To be able to process verbal and written complaints more effectively
- To be able to handle effectively angry customers and to learn to diffuse anger
- To revise service systems and procedures
- To be able to handle customer complaints effectively and learn to use them to improve
- Handling difficult customers
- Usage of positive words on customer service

*Please contact us for further information or click [here](#) to register*

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## THE WORKSHOP

### DAY 1

0830 – 0930

#### **Introduction**

Goals, rules and agenda  
Customers' satisfaction: a strategic issue for profitability and growth  
Increasing sales to existing and new customers  
Existing customers: The biggest challenge to maintain and sustain  
Maintaining customer loyalty

0930 – 1030

#### **Customers' reactions when things go wrong**

Worldwide research  
Most customers do not complaint  
Exercise: Why don't you complain? (as a customer, employee, in your personal life)  
Attribution theory People's behaviors when they complain

1030 – 1045

#### **Coffee Break**

1045 – 1130

#### **Most common complaints that we hear in our organisation**

Team Exercise: Discussions and presentations

1130 – 1200

#### **Typical Complaint Handling**

The ways we usually handle complaints and why they reinforce negative reactions

1200 – 1300

#### **Complaint Handling**

Role play: The gift  
Golden rules to handling complaints  
*Put yourself in the shoes of the customer*

1300 – 1400

#### **Lunch**

1400 – 1500

#### **Roles Plays**

Teams of two people, choose a real life situation whereby a customer complaint and the service provider practices the golden rules Coaching

1500 – 1515

#### **Coffee Break**

1515 – 1730

#### **Turning terrorists customers into loyal partners – Part I**

The chain anger-analysis  
Corralling the energy of anger  
Pacing the customer  
Value language and timing  
Positive phrases  
Negative phrases that extend the anger chain  
Creating a partnership with the customer

**DAY 2**

0830 – 0930

**Introduction**

Revision

Goals

*Group Discussions:* Teams will discuss situations where they were faced with an angry customer and the things they did/said which turned them into loyal partners

*Role plays:* the teams are divided into two. One person will play the angry customer and the other will play the service provider. The service provider will apply all the rules and techniques discussed the previous day to solve the problem

0930 – 1030

**Turning terrorists customers into loyal partners – Part II**

1030 – 1045

**Coffee Break**

1045 – 1200

**Types of dissatisfied customers**

Passives

Activists

Irates

Voicers

Strategies for dealing with each type

1200 – 1300

**Written complaints**

Understanding the customer and reading between the lines

The rules to replying

Actions to be taken

The needs of the complaining customer

1300 – 1400

**Lunch**

1400 – 1500

**Written complaints**

A case study: Replying to a complaint letter

Team presentations

1500 – 1515

**Coffee Break**

1515 – 1630

**Customer service feedback system**

Policies and rules

Procedures

Workshop: Identifying our customer unfriendly policies

Suggestions for changes and improvement

1630 – 1730

**Implementation and Action Plans**

Team Exercise and Presentations

**Finale**

## THE COMPANY



Maximising Human Capital

their people to achieve the maximum value of their Human Capital.

Organisations are struggling to find new ways to achieve strategic advantage in an increasingly competitive economic environment. Often, they are finding that the only sustainable source of competitive advantage is to unleash the power of

Ultimately an organisation's ability to survive, grow and develop depends on its continually making the best use of its people. With TMI we have been offering world-class workshops and seminars for many years and will continue to offer outstanding seminars in Cyprus.

PeopleAchieve, a new company has been launched to cover areas outside TMI and also focus in the Middle East in the following seven areas where people need to excel in:

- Attitude, Culture & Values
- Competencies & Skills
- Highest Reputation and Trust
- Innovative Knowledge
- Effective Relationships
- Visionary Leadership & Communication
- Enhanced Processes & Systems

These are sources of competitive advantage that cannot be matched by the competitors. These add value to the assets balance sheet and share-holdings and are seen as critical intangible assets.

Both PeopleAchieve and TMI Cyprus are members of the Peter Andreou Group which has 15 years experience of helping organisations, teams and people achieve their full potential. With powerful consultancy processes, seminars and a range of tools, we have a track record of helping clients achieve success in their choice of language whether Greek or English.

The quality of our work, unique approach and outstanding reputation attracts some of the most dynamic and ambitious organisations, to work with us. We are proud to have leading multi-nationals throughout the Gulf region, Europe and Cyprus as our clients.

A total of over 25,000 people in over 250 in-house client organisations in 15 countries have attended our seminars.

We combine our resources of leading edge and innovative consultancy tools with the experience of our hand-picked facilitators, coaches and trainers, to deliver practical results to our clients - results that promote profit and balance sheet growth and solve today's real challenges. In doing so, we tap into the hidden potential and commitment of our clients' human capital to achieve outstanding measurable results.

In addition to Consultancy and In-house Processes, PeopleAchieve and TMI Cyprus offer prescheduled Public/Open workshops, in the Gulf region and Cyprus, ideally suited for the development of individuals and small teams.

## PRESENTER PROFILE

### *Christina O'Neill*

Born and bred in Cyprus, Christina lived in Cyprus and the U.K

Christina is a lively and enthusiastic trainer, whose presentations are characterised by their clarity, humour, their numerous examples drawn from her business as well as personal experience.

She graduated from Lancaster University with a B.Sc. (Hons) degree in Marketing. During that time, she became involved in a Market Research project for the National Health Service Authority in Liverpool. In 1993 she completed a Master's degree in organisational Analysis and Behaviour where she looked at the human aspect of the organisation in the change process.

Her work experience includes working as a lecturer for two years at P.A College and KES College. She taught courses in Human Resource Management, Marketing Management Advertising, and also supervised three large successful projects, two in the area of Market Research and one in the area of Human Resource Management.

Christina joined PeopleAchieve in 1996 and has spent six months preparing the presentation of PeopleAchieve programmes.

She specialises in customer service processes and culture change processes particularly in the area of dealing with customer complaints (policies, procedures, attitude and behaviour). She is also a specialist in organisational communication, managing relationships and people within the organisation. She is a facilitator in resolving problems, generating ideas and innovative thinking skills in a variety of organisations.

Through consultancy she provides solutions to business for enhancing human effectiveness.

She has been involved in projects in a number of multi-national companies including: Reuters, NCR, Lombard Natwest Bank, The Federal Bank of the Middle East, Grome Mesma, Inchcape, TNT Express Worldwide, Le Meridien, Libra Group of Companies, Toyota, A.C.Nielsen Amer, Woolworth Group, Cyprus Oils Refinery, Multichoice, Toyota, Coca-Cola, Marks & Spencer and Nest Investment.

Her experience also includes being a guest speaker in conferences in Cyprus, Dubai and Denmark.

She moved to London where she became involved in the set up and operation of cafes in Central London which was a family owned business.

This gave her extensive experience in the catering business as well as its setting up:

- Helped in the set up of a new café/restaurant in Central London (recruitment and selection, created stock control system, wastage control, cost and supplier control).
- Supervised Employees
- Responsible for the implementation of the organisational disciplinary procedures

Having moved back to Cyprus, Christina re-joined the Peter Andreou Group in 2005, as a Programme Director.