

# Effective Complaint Handling

## Overview

This two day effective complaint handling programme is specifically designed to support delegates who interact with the client through written feedback (particularly emails) when managing complaints. It will provide the skills necessary for dealing with hard-to-handle people/customer contact email situations. Delegates are given practical techniques to help them manage a wide variety of potentially confrontational written communications confidently and effectively. They will also be taught how to follow an influencing model that will leave the receiver feeling listened to, reassured and looked after.

The programme will also focus on business writing skills, grammatical do's and don'ts as well as tips for building rapport and giving an exceptional customer-focused response.

N.B. Keystone would use your standard letters and emails during practical activities as examples and case studies.

## Objectives

- Understand the classic characteristics of challenging, written customer interactions and strategies for managing each.
- Pre-empt difficult situations and avoid escalating them further.
- Mastering proactive, influential written language.
- Manage aggressive behaviour and reactions.
- Calm angry, upset and unresponsive individuals through written language.
- Strengthen ability to influence customers and build rapport through punchy impressive emails and written language.
- Understand how to analyse the customer's original letter/email and respond accordingly.
- Understand how to adapt use of language to a type that will appeal best to each individual customer.
- Build credibility through professional business writing skills.

# Content

## Day One

- The need for managing difficult client interactions.
- Understanding my natural preference towards difficult conflict – self-assessment.
- Understanding written behaviour and its impacts.
  - How to turn a negative customer or situation into a positive one.
  - The difference between passive, aggressive and assertive written language.
- Tutor presentation on the influencing model and how to apply it to a written format.
  - Empathy – written practical activities.
- Building rapport – NLP techniques.
  - Interpreting the customer’s perceptual position, understanding the real meaning and identifying their desired outcome.
  - Visual, Auditory and Kinaesthetic mirroring techniques and the language you choose.
  - Matching the pace of the customer’s written communication.
- Action plan and close.

## Day Two

- Structure and layout of written communication – the four key parts.
  - Acknowledging the complaint.
  - Practical empathy with written words.
  - Addressing the complaint, resolving the - issue and delivering the right outcome.
  - Mending the relationship.
- Dealing with difficult situations and sample complaints.
- Business writing skills.
  - Setting a clear objective.
  - Building a logical structure.
  - Choosing an appropriate style.
  - Establishing and building rapport.
  - Making your writing more readable.
  - Constructing sound, clear sentences.
  - Use punctuation logically and helpfully.
  - Be sure of your grammar.
- Applying the influencing model to written communication – final practical activity.
- Summary, action plan and close.