

# A COMPLAINT IS A GIFT

## COURSE OVERVIEW

### World famous service delivery programme

- Handle and process complaints more effectively from all your customers
- Change attitudes towards complaints and reduce stress levels
- Learn to listen and receive criticism professionally and not take it personally
- Practice key skills for handling complaints superbly
- Recognise the importance of dealing with emotions when handling complaints

Do you know how many customers you lost last quarter? Do you know why? Do you know if complaints were handled satisfactorily? Do you know what you'll need to do to retain your existing customers and to attract more?

A Complaint Is a Gift is not only a practical "how-to" customer service programme that takes participants into the world of customer relationships, but it also provokes and inspires changes in related thinking, attitudes and habits. It is a professionally facilitated programme with trainer-led presentations, discussions and group work that models real experiences and work-based situations that will help you build and implement best practice in handling customer complaints.

**For further information visit [tacktmi.co.uk](https://tacktmi.co.uk). If you would like to speak to a member of the team call 01923 897 900 or email [uk@tacktmiglobal.com](mailto:uk@tacktmiglobal.com).**



**Interactive & Practical Training Course**

**Available in-person or virtually**

**Visit [tacktmi.co.uk](https://tacktmi.co.uk) for further information**

### SUITABLE FOR:

Everyone that experiences customer contact either face-to-face, over the phone, online, or in writing. This includes Managers that are responsible for

### YOU WILL LEAVE THIS COURSE ABLE TO:

- Understand why successful organisations cement their customer loyalty by addressing their complaint-handling processes
- Use the 5 step process to recognise how dissatisfied customers represent a real threat to your organisation
- Handle and manage complaints using the 8 step best practice 'Gift Formula'
- Assess the correlation between your own behaviour with customer emotions and loyalty by using the most critical complaint handling competency
- Employ a range of strategies when dealing with 5 types of dissatisfied customers who have perceived a broken promise or unfulfilled commitment
- Define the critical components of the service experience and use it to map out strategies
- Overcome the six typical reactions of complaint handlers
- Utilise a range of complaint-handling skills to turn a complaint into a business opportunity by following a 4 parts resolution model