

# HANDLING CUSTOMER COMPLAINTS

Approved by the MQA

Thursdays 13 and 20 February 2025, from 9.00 to 12.15

*Working on the front-line in contact with all types of people and situations is not always easy, especially when confronted with disappointed and dissatisfied customers. Our intensive seminar is designed to help participants handle difficult customers with more confidence and greater efficiency.*

## Training Objectives

Participants will learn how to deal effectively with customer complaints so as to win repeat business and enhance customer loyalty

## Target Audience

All customer contact personnel

## Programme Outline

- Defining customer satisfaction and dissatisfaction
- Identifying types of customers
- Why do customers complain?
- Complaint handling procedure
- Service recovery
- Complaints as an opportunity to improve
- Preventing complaints

## Trainer

Dr. Patricia Day-Hookoomsing, Managing Director and Lead Trainer, CCL.