

Complaints Management

Professional Development Series








Strategies To Handle Difficult & Demanding Customers

About The Program

Dealing effectively with difficult customers will benefit your entire organization. How your staff deal with problems and complaints will determine if that customer will return, buy more and/or tell others about their experience. Research indicates that customers who complain are more willing to continue doing business with you, if they feel that they are being treated properly.

Angry and complaining customers typically do not decide to take their business to the competition – until they talk to you. The ability to handle difficult customers and identify their ‘hot button’ can make or break your company’s profit. Are you prepared to take risk or will you be proactive in your effort by equipping your staff with this important skills - rebuilding Customers Relationship thru systematic complaints management?

Key Benefits Of Attending This Program

-  Develop the techniques that can be adapted to your job, your personality, and your customer
-  Defuse difficult and demanding customers more successfully
-  Increase customer loyalty by resolving complaints faster
-  Decrease the number of lost customers due to the perception of poor service
-  Improved confidence to handle any service situation









Date : 5th – 6th April 2011
Venue : Parkroyal Hotel , Kuala Lumpur

Time : 9.00 am to 5.00 pm



BEWARE
Of The Followings !
This Can Be A Dangerous Symptom ...



-  *Customer Complaints Are Increasing*
-  *Service Representatives Avoid And Try To Transfer Difficult Customers To Someone Else*
-  *There Is A Lack Creativity In Solving Customer Problems*
-  *Service Representatives Are Sometimes Impolite Or “Short” With Clients Who Have Problems*
-  *Service Representatives Wish Demanding Customers Would “Just Go Away “*
-  *Service Representatives Are Sometimes Afraid To Deal With Certain Customers*
-  *When Challenged, Service Reps Give Away Too Much To Make The Problem Go Away*
-  *The Stress Levels In The Service Department Is Increasing*

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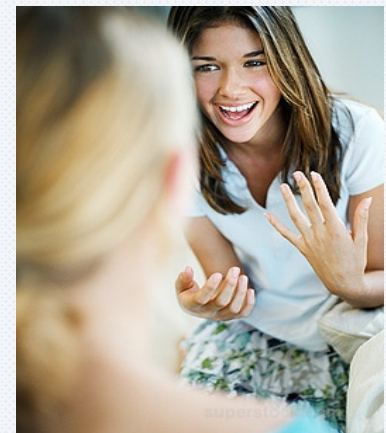
Two-day Program Outline

Complaints Management



Program Introduction

- Welcome To Customercentric World !
- Understanding Personalities & Strategies To Avoid Misunderstanding
- Identifying 10 Unwanted Behaviours
- What Makes Customers Piss Off ?
- How Perception Affect Customers Emotions
- Examining Non Supporting Steps/Systems In Your Company
- Identifying Early Warning Symptoms
- Prevention Strategy
- Designing Action Plan To Avoid Recurrence
- How To Handle Emotions Without Getting Upset.
- Understanding The Chain Reaction
- Predictable Outcome / Result
- How To Defuse Angry Customers
- Use Effective Approaches Dealing With Intimidating Customers
- Importance Taking Responsibility At Work
- Systematic Approach In Handling Customers
- Deliver Bad News Without Overly Upsetting The Customer
- The Power Of Customer Relationship
- Advanced Listening & Questioning Skills
- Transform Customer Conflict Into Customer Cooperation
- Practice The Keys To Exceeding Customer Expectations
- Quick Tips In Managing Stress At Work



Questions / Answers Session



Training Methodology :

- ✓ Interactive & participation
- ✓ Pragmatic & “what will work”
- ✓ Group Discussion
- ✓ Using Real Industry Examples

Course Fee

RM 1490 / participant *inclusive course materials, lunch, tea-breaks & certificate of attendance.*

EARLY BIRD Discount RM 1390 / participant for registration & payment received 3 weeks before course date.

HRDF CLAIMABLE Under SBL Scheme

About The Trainer

C.S Yim. *MBA, MCILT, CPC* is the Director of Ideapro Logix - a company specialised in training and consultancy services.

The speaker holds a degree in Master of Business Administration from Paris Graduate School Of Management and had 17 years of working experience in the area of customer management, operations & sales support industry.

He is a certified performance coach and a professional trainer exempted by PSMB, specializing in designing training program that leaves lasting impressions. His workshop adopts various learning methodology and practical techniques that are easy to apply. His workshops are noted for being fun, interactive, energizing and hands-on.

Target Audience

This course is highly recommended for service personnel, executives & managers working in the area of customer support, engineers, sales, operations, telemarketing professionals, technical support, human resources & those who need to handle difficult people better, resolve complaints faster and cope with job stress & frustration.

Registration Form

Complaints Management

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Time : 9.00 am – 5.00 pm

Fax to 03 563 52 520

Name of Company _____

Address _____

Contact Person _____

Job Title _____

Tel _____ Fax _____

Mobile _____ Email _____

Name of Participants: (Write In block letter)

_____ Job Title _____

_____ Job Title _____

_____ Job Title _____

_____ Job Title _____

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