

Training: Managing Internal and External Customer Complaints

Introduction to the Training: Managing Internal and External Customer Complaints

What Is a Complaint?

- Definition of a customer complaint
- Common sources and causes of complaints

Customer Complaint Management

- The key stages of complaint management
 - Receiving, analyzing, and processing complaints
 - Handling and managing the complaint
 - Resolution and follow-up
 - Complaint reporting and documentation
- Handling dissatisfied customers in real time

Preventing Complaints Through Service Quality

- The concept of service quality
 - The different levels of service quality
 - The key dimensions of service quality
- Service quality and customer satisfaction
- Managing service quality (service standards, procedures, and best practices)

Managing and Preventing Internal Customer (Employee) Dissatisfaction

- Behavioral skills in the workplace
 - Effective communication
 - Empathy
 - Professionalism and respect
- The organization's role in managing employee dissatisfaction
 - Prioritizing employee experience
 - Assessing employee engagement levels and implementing corrective actions

Practical Workshops on Complaint Management

Conclusion of the Training: Managing Internal and External

Customer Complaints