

# Handling challenging customers and complaints in different ways – writing

Although electronic forms of communication may have superseded the traditional pen and paper approach, the ability to use the written word to full effect remains just as important as it ever was.

## Description

Building on the 'Handling challenging customers' and 'Handling complaints' courses, this course explores in detail how to manage challenging and dissatisfied customers in writing. You'll be able to improve your writing skills, helping you respond to written customer queries in a positive and professional manner.

This isn't just about writing tips and techniques though. There's the opportunity to consider how people react to written communications and the difference that your response could make. You'll also take time to consider the context and motivation for a particular complaint, as understanding why it has arisen can help you formulate the most appropriate response.

## What does it involve?

This is a digital course, featuring two online tutorials in which you'll be given plenty of practical advice for handling difficult issues in writing. In the first, you'll learn about the writing techniques you can use with a dissatisfied customer to ensure a satisfactory outcome. In the second, you'll discover how a carefully written response can make all the difference to how such a customer reacts. These are followed by an exercise in which you're asked to collect what you would consider to be excellent written responses, from either your own team or elsewhere. The course concludes with you creating an action plan for transferring what you have learned back into the workplace.

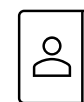
## What's the outcome?

By providing the best possible written response the first time, you can reduce the likelihood of customers needing to get in touch again or feeling that their complaint was not properly addressed. You will develop a more in-depth understanding of how to handle difficult written conversations with customers and be able to tailor your communications to meet an individual customer's needs.

## Learning activities



Online  
tutorial



Exercise



Action  
plan

### Delivery method:

DGTL 

### Estimated learning time:

1 hour 20 minutes

## How to book

[learn.civilservice.gov.uk](https://learn.civilservice.gov.uk)

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