

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Although electronic forms of communication may have superseded the traditional pen and paper approach, the ability to use the written word to full effect remains just as important as it ever was.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 '[Handling challenging customers](#)' and '[Handling complaints](#)', this topic 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'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.

What does it involve?

This is an online topic, featuring two online tutorials in which you'll be given plenty of practical advice for handling difficult issues in writing. You'll also investigate the different ways in which people might respond to your writing. There will be exercises to practise your own written response in a test situation and a further exercise to collect examples of what you and your team might consider to be excellent written communications. The latter is a chance to see whether you can identify the techniques that the writer has employed. At the end, you'll develop an action plan for transferring what you have learned back into the workplace.

Learning activities



**Online
tutorial**



**Action
plan**

Estimated learning time:
2 hours

How to book

learn.civilservice.gov.uk

0203 640 7985

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Price: Free

