

# Handling complaints

For anyone in a customer service environment, dealing with complaints is a fact of life. Delivering excellent customer service includes being able to spot the early signs of dissatisfaction and acting before these become something more serious. A well-managed customer interaction can prevent a dissatisfied customer from feeling their only option is to trigger a formal complaint process. Complaints are also an opportunity for taking positive action and for engaging with customers, taking the time to understand the person, not just their complaint.

## Description

This course will show you how to recognise customer dissatisfaction and to see issues from their perspective. You'll explore how to deal with dissatisfied customers, the different categories of complaint and how to make reasonable adjustments for individual needs.

You'll learn why effective communication is so important at all stages of the process, especially when clarifying the nature of the problem. You'll discover how to tease out what lies at the heart of a customer's dissatisfaction and how to keep them involved in its resolution.

## What does it involve?

This is a digital course, containing three online tutorials. These show you how to recognise and handle dissatisfied customers before looking at how the complaint process' resolution is communicated to the customer. These tutorials are followed by a couple of exercises to gauge how well you and your team are managing complaints. There's also guidance on how to handle customers who continue to complain after their issue has been investigated and resolved. You'll finish by producing an action plan for transferring what you have learned back into the workplace.

## What's the outcome?

After completing this course, you'll have a broader understanding of what motivates a dissatisfied customer's behaviour. By learning how best to handle customer dissatisfaction, before it becomes something more serious, you'll be able to help reduce the volume of formal customer complaints. This will help the Civil Service to save time and money and to deliver an improved customer service.

## Learning activities



Online  
tutorial



Tasks



Action  
plan

### Delivery method:

DGTL 

### Estimated learning time:

2 hour 10 minutes

## How to book

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