



Implementing and Managing a Customer
Complaints System



18 - 29 November 2024



Singapore

Implementing and Managing a Customer Complaints System

course code: R5015 From: 18 - 29 November 2024 Venue: Singapore - course Fees: 5500 Euro

Program Objectives:

By the end of the program, participants will be able to:

- Understand the concepts and importance of customer feedback.
- Know the flow of customer feedback in an organization.
- Design a customer feedback system to enhance organizational performance.
- Improve existing system and benchmark against world class standards.
- Assess and audit complaints systems.

This Program is designed for:

Staff members who deal with customer feedback and customer service staff or team members who are working to develop effective customer feedback systems. This program is worth 25 NASBA CPEs.

Program Outline:

Introduction to Understanding Your Customers

- Who Is Your Customer?
- Importance of Customers Feedback
- Types of Customers

Introduction to Complaints Management

- What Is a Complaint?
- What Are the Sources of Complaints?
- Why Should an Organization Seek Complaints?
- Complaints Are Golden Opportunities for Improvement

Introduction to Complaints Management Standards

- Why Standards?
- Types of Standards
- ISO 10002 as a Model
- The Impact of Customer Attitudes towards Complaining and Organizational Reactions
- Business Needs and Commercial Implications

Essential Elements of a Complaints Management System

- Scope and Policy
- Planning
- Resource/Competence
- Logging and Receiving Complaints
- Implementation and Operation
- Management Review
- Corrective and Preventive Actions

Designing and Implementing an Effective Customer Complaint System

- Complaint Definition, Handling, Escalation and Resolution
- Developing a System Including Workflow and Process Mapping
- Monitoring, Measurement and Management Review
- Audits in Principle and Practice
- Possible Barriers

Writing a Customer Complaint Procedure

