Course : Turning complaints into opportunities

Processes and continuous improvement
Practical course - 2d - 14h00 - Ref. RCN
Price : 1500 CHF E.T.

How can you use customer complaints as an opportunity to consolidate trust, build customer loyalty and strengthen your company's reputation? This training course will enable you to optimize the organization of your entire customer complaint handling process and enhance its positive impact.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Analyze the challenges of customer relations in your organization
- ✓ Structuring the complaints handling system
- ✓ Detecting "invisible" claims
- ✓ Enhancing the value of claims in the process
- ✓ Unite teams around the "customer" culture

Intended audience
Heads of customer relations/experience departments, compliance/quality managers, SME managers.

Prerequisites
No special knowledge required.

Practical details

Hands-on work
Workshops for collective and individual reflection, new practices and toolbox building.

Teaching methods
Active, participative teaching methods. Alternating theory and practice.

Course schedule

PARTICIPANTS
Heads of customer relations/experience departments, compliance/quality managers, SME managers.

PREREQUISITES
No special knowledge required.

TRAINER QUALIFICATIONS
The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS
The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

1   Identify the challenges of customer relations for your company

- Differentiate the "customer-oriented" approach from the "customer-centric" approach.
- Identify the strategy, positioning and communication to adopt.
- Define your organization to assess customer relations: means, tools and resources.

Exercise
Quiz "customer-oriented approach". Brainstorming to identify the means, tools and resources that can be used to assess customer relations.

2   Understanding claims

- Define a clear claims policy in line with your strategy.
- Know the different customer profiles to target the right curative action.
- Identify the impact of dissatisfaction on the company: reputation, profitability, performance, organization.
- Turning complaints into value for the company: lean culture, continuous improvement, ISO9001 certification.
- Determine the ROI of claims management: attributable costs and gains achieved.

Group discussion
Brainstorming: identifying claim triggers "invisible". Impact of claimant typology and context on the organization. Challenges in responding.

3   Structuring the claims management system

- Detecting and handling complaints: channels, processes, players.
- Analyze context and causes: data collection (document review, KPIs, internal data), interviews.
- Implement and monitor an action plan: methodology, process, management, coordination, communication.
- Add value to the system: KPIs, REXs, feedback from satisfaction surveys, communication (internal/external).

Role-playing
Workshop: handling a customer complaint from detection to closure and measuring effectiveness (FMEA methodology).

4   Strengthen managerial know-how and interpersonal skills

- Identify your role and missions as a manager.
- Diagnose your managerial posture.
- Support and encourage team initiative.
- Valuing failure as a step towards success: the principle of [[fail management]].

Role-playing
Short sessions to reflect collectively on a problem encountered, with a view to finding one or more innovative solutions.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.