

# Handling customer complaints by email

## Goal: Efficiency and customer satisfaction

Hands-on course of 1 day - 7h

Ref.: RCL - Price 2024: CHF780 (excl. taxes)

### EDUCATIONAL OBJECTIVES

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

- Identify the meaning of the customer's complaint
- Structure a clear, concise and positive response
- Energize your style
- Use a register to generate customer satisfaction

### TEACHING METHODS

Active and participatory instructional methods. Alternating theory/practice as applied to the context and experiences of the participants.

### HANDS-ON WORK

Writing and rewriting workshops. Sharing practices, group compositions, intensive training.

## THE PROGRAMME

last updated: 04/2022

### 1) Understanding the customer's complaint

- Decode the customer's complaint: Put yourself "in the shoes" of the dissatisfied customer.
- Tell apart expectations and needs: Analyze the substance of the complaint.
- Define the components of an efficient writing process that generates customer satisfaction.

*Hands-on work* : The "I, customer" game. Analyze different types of complaints. Identify expectations and needs. Formalize the components of effective writing in the form of a mind map.

### 2) Build the response to the complaint to aim for efficiency

- Rethink your strategy for responding to customer complaints.
- Structure your response methodically: rebound, accompany, conclude.
- Expressing empathy: Rephrasing the complaint and reassuring the customer that their request has been understood.
- Provide a solution to the complaint and advise the customer of the next step.
- Conclude the email positively.
- Ask yourself the key questions before sending your email.

*Hands-on work* : Workshop on writing emails based on the examples analyzed in the first sequence: Structuring the response, rephrasing the complaint, proposing a solution. Group debriefing.

### 3) Revitalizing your style to enhance your brand's image

- Learn to write in short format.
- Add positivity to your style: Use words that create customer satisfaction.
- Be more impactful in your response: Write clearly, precisely and factually.
- Personalize your response.
- Work on the form of your email to make it more readable.

*Hands-on work* : Intensive workshop of rewriting exercises: Polishing unpleasant words, writing dynamically, reworking syntax.

### 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.

### 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.

#### 4) Expanding your vocabulary to express your empathy

- Translate technical jargon and make it understandable.
- Use words of empathy.
- Use words of reassurance.

*Exercise* : Creativity game: Vary and expand your wording. Build a personal library of appropriate phrases.

## DATES

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REMOTE CLASS

2024 : 01 Jul, 07 Oct