

Complaint Management and Negotiation in Customer Service

Course Duration: 2-day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

INTRODUCTION

They scream and shout at you and claim that “customer is always right!” however you know deep down inside that it is not true although customers are always very important to your business.

How do you plan to manage this type of difficult customers and situation then? If you don’t handle them well, you can be almost certain that they will make life difficult for you by bringing their complaints up to your higher management and even highlight them in your company social media site or tell many other people that your customer service is horrible, hence tarnishing your company’s brand reputation.

This program enables you to not only diffuse an angry customer but to help you turn a difficult situation into an amicable one successfully by using effective influencing and negotiation techniques that will lead to “win-win solutions” for all parties.

By focusing on practical applications and incorporate real-life stories and case studies with interactive exercises, participants will learn the importance of effective complaint management that will positively impacts productivity and job satisfaction, hence creating an efficient work environment.

By improving internal and external customer satisfaction levels, businesses will also foster stronger loyalty, positive word-of-mouth recommendations and a trustable brand reputation leading to increased revenue and a competitive advantage in the market.

Learn how to “win over” difficult customers by using effective influencing and negotiation skills to resolve issues amicably, improve satisfaction and ultimately leading to mutually beneficial agreements that will build stronger relationship with customers.

COURSE OBJECTIVES:

- Master essential communication skills by understanding 4 types of communication styles
- Understand the importance of effective influencing and negotiation skills.
- Learn techniques to handle and resolve complaints efficiently.
- Gain insights into managing emotions and addressing conflict during the complaint process.
- Acquire the ability to generate win-win solutions and build stronger relationships with customers.

BENEFITS:

- Building loyalty and improve customer satisfaction in every interaction.
- Process improvement, increased efficiency and innovation from valuable feedback and insights into areas for improvement within an organization.
- Improved reputation and brand image, customers perceived your company as trustworthy and reliable.

LEARNING OUTCOME:

At the end of this session, the participants should be able to:

- Identify 4 typical types of customers effectively.
- Apply the 6 laws of Influencing to manage customers better.
- Adopt the 6 Golden Laws of Negotiation
- Identify the 10 typical dirty tricks used by customers
- Differentiate the Needs & Wants of their customers
- Develop a negotiation matrix for effective customer management

KEY CONTENTS**MODULE 1: THE 4 STYLES IN COMMUNICATION**

- The Visionary
- The Nurturer
- The Commander
- The Analyzer

MODULE 2: The 6 Laws of Influencing

Difference between Convincing and Influencing

- The Law of Liking – Affinity & Alike
- The Law of Authority
- The Law of Consistency
- The Law of Scarcity

- The Law of Social Proof
- The Extra Law

MODULE 3: The 6 Golden Principles of a Great Communicator & Negotiator

- Planning & Organizing
- Far Sighted
- Creativity
- Questioning Listening
- Empathizer
- “No means No!”

MODULE 4: The 10 Most Popular Dirty Tricks used by Customers in Negotiation

- Pre-Conditioning
- Body Language & Environment
- The Coach
- Monkey on the Back
- Silent Treatment
- Being Boring
- Nibbling
- Higher Authority
- Good Cop Bad Cop
- Carved in Stone

MODULE 5: The Need & Wants

- Nego Bar
- Needs vs Wants
- Case Study on Needs & Wants

MODULE 6: The Nego Matrix

- Outcomes in Negotiation
- Focus Area – Price, Datelines, Quality & Deliverables
- When Negotiation Starts
- Never Down, Always Right
- When to Say “No”
- Emotional vs Objective

WHO SHOULD ATTEND

- Customer Service Executive aspiring to become a Team Leader

- Newly promoted Team Leader or Manager who need to learn how to balance between staff and customers issues very often as part of their daily job role.
- Anyone who's success depends on servicing internal or external customers well.

COURSE METHOD

- Classroom training
- Video presentation
- Small group discussion
- Role play and case studies
- Story sharing and games