

COMPLAINT MANAGEMENT and CUSTOMER SATISFACTION

M2M LEARNING OBJECTIVE

WHO SHOULD ATTEND?

Customer Service, Sales, Marketing, Marketing Services, Country, Key Account, Dealer – Executives, Managers, Directors and People in Customer Management!

M2M Skill ONE

Analyse Service Delivery Gaps – Service Team Problem/Solving to Reduce Complaints!

M2M Skill TWO

Develop Customer Decision Influencer Profile and Service Team Briefing

M2M Skill THREE

Service Professionals Response – Avoid Losing Customer Trust and Confidence

M2M Skill FOUR

Service Problems Solving Brainstorming – Identify Pro-Active Solutions!

M2M Skill FIVE

Systematic Steps to Handle Demanding Customers – Avoid Wrong Decisions!

M2M Skill SIX

Customer Specific Complaints and Expectations – CRITICAL Issues and Action/Solutions!

M2M Skill SEVEN

SEVEN - Identify Value - Added Service Strategies - Focus and Deliver Service Uniqueness!

FOCUSED ON RESULTS

Amazon is guided by Four Principles: Customer Obsession rather than Competitor Focus, Passion for Invention, Commitment to Operational Excellence and Long-Term Thinking. (source: the amazon blog **dayone**)

As a company grows, it becomes easy to rely on the CUSTOMER SERVICE PROCESS, rather than the RESULTS! When that happens, companies stop looking at outcomes and only consider whether they followed the process correctly, not whether the desired outcome was achieved.

Similarly, a True Service Professional is one who Focus on Developing Service Advantage and Avoid Blaming the Customers, Sales Team or Lack of Support. A Service Achiever 'unknowingly' be in a 'Stasis State' – Unchangeable, Unadaptable and Stagnate. They will Decline in Extreme Slow Motion and become Comfortable with the Present Marketing Success but it will be followed by Irrelevance and Painful Decline!

Thus, Focus on Results is a Very Powerful Philosophy for CUSTOMER SERVICE SUCCESS, we need Implement Strategic Initiatives and Develop Competitive Service Advantage!



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COMPLAINT MANAGEMENT and CUSTOMER SATISFACTION

A Customer Obsession – Make Customers Delighted and Develop Customer Loyalty!

PART A COMPLAINT MANAGEMENT and DELIGHTING CUSTOMERS

1. **A Customer Obsession** – Create Service Impact with Memorable Service to Win Customers' Heart and Mind!
2. **Complaint Management and Delighting Customers** – Client Loyalty, Service Image and Customer Focus!

PART B 'ANGRY' and ANNOYED CUSTOMERS

1. **CUSTOMER EXPECTATIONS vs YOUR SERVICE DELIVERY**
 - A. **Customer Complaints Intensity** – Delivery, Quality, Problem Solving, Spare Parts, Technical Support, etc.
 - B. **Focus 'Critical Service Problem' Areas** – Service Team, Facilities, Inventory, Process, etc.
 - C. **M2M Skill ONE – Analyse Service Delivery Gaps** – Service Team Problem/Solving to Reduce Complaints!
2. **'ANGRY' CUSTOMERS and DIFFICULT PERSONALITY**
 - A. **Angry Customer Behaviour and Personality** – Autocratic, Interactive, Team, Superior Styles
 - B. **Manage Critical Decision Influencers** – Reduce Escalation and Resolve Issues Expeditiously!
 - C. **M2M Skill TWO** – Develop Customer Decision Influencer Profile and Service Team Briefing

PART C SERVICE TEAM IMAGE and PROBLEM SOLVING

3. **'WIN' CUSTOMER TRUST and CONFIDENCE**
 - A. **Service Professional Confidence** – Information, People and Service Personality Factor!
 - B. **Customer Pressure and Win Trust** – Right Problems/ Solutions, Information Consistency and Deliver Solutions!
 - C. **M2M Skill THREE – Service Professionals Response** – Avoid Losing Customer Trust and Confidence
4. **SERVICE CONFIDENCE – 'FIRST IMPRESSION IMPACT'**
 - A. **Customer Rapport and Delightment** – Greeting, Introduction, COMPLIMENT, Listen, Empathise and Understand!
 - B. **Service Professional Personality** – Clothes, Grooming, Body Language, Choice of Words and Confidence!
 - C. **M2M Skill FOUR** – Service Problems Solving Brainstorming – Identify Pro-Active Solutions!
5. **HANDLE DIFFICULT and DEMANDING CUSTOMERS**
 - A. **Demanding and Difficult Customers** – Customer Pressure EVERYTHING is Urgent, Urgent and Urgent!
 - B. **Right Service Composure and Confidence** – Handle Unreasonable, Angry or 'Overheated' Customers
 - C. **M2M Skill FIVE** – Systematic Steps to Handle Demanding Customers – Avoid Wrong Decisions!
6. **NEVER LEAVE CUSTOMER 'ANGRY'**
 - A. **Avoid 'Unnecessary' Customer Confrontation** – Customer WIN/Service Professional 'LOSE' Position!
 - B. **Positive Service Response** – Focus on Solutions, Reduce Anxiety and Extend Service Assurances!
 - C. **M2M Skill SIX** – Customer Specific Complaints and Expectations – CRITICAL Issues and Action/Solutions!

PART D SERVICE DELIGHTMENT CULTURE

7. **TOTAL CUSTOMER SATISFACTION EVERYTIME**
 - A. **Making Customers Happy** – Service Professional, Product/Service Delivery and Service Consistency!
 - B. **Unique Service Team Culture** – GET IT CORRECT (Right Things to SAY and Right Things to DO)
 - C. **M2M Skill SEVEN** – Identify Value-Added Service Strategies – Focus and Deliver Service Uniqueness!