

€ TRAINING

Conference on Implementing and Managing
a Customer Complaints System

11 - 15 May 2025
Istanbul (Turkey)





Conference on Implementing and Managing a Customer Complaints System

REF: C550 DATE: 11 - 15 May 2025 Venue: Istanbul (Turkey) - Fee: 5850 Euro

Introduction:

This conference focuses on the development and management of an effective customer complaints system that not only resolves issues but also enhances customer satisfaction. Participants will explore strategies to streamline the complaints process, train staff, and analyze feedback to drive continuous improvement. It aims to empower businesses to transform customer complaints into opportunities for growth and customer retention.

Conference Objectives:

By the end of this conference, participants will be able to:

- Design and implement a customer complaints system that is responsive and efficient.
- Train staff on best practices for handling complaints with empathy and professionalism.
- Analyze complaint data to identify trends and drive improvements.
- Develop strategies to prevent recurring complaints and enhance customer satisfaction.
- Ensure compliance with relevant legal and industry standards in managing complaints.

Target Audience:

- Customer Service Managers.
- Quality Assurance Professionals.
- Business Development Executives.
- Operations and Service Managers.
- CRM and Customer Experience Specialists.

Program Outline:

Unit 1:

Designing an Effective Customer Complaints System:

- Understanding the importance of a customer complaints system for business success.
- Key components of an effective complaints system: policies, procedures, and tools.

- Aligning the complaints process with customer expectations and organizational goals.
- Choosing the right platforms for receiving complaints hotlines, email, social media, etc..
- Establishing clear protocols for tracking and resolving complaints.

Unit 2:

Training and Empowering Staff:

- Best practices for training frontline staff to handle complaints with empathy and professionalism.
- Techniques for defusing tense situations and calming upset customers.
- Empowering staff to resolve complaints at the first point of contact.
- Ensuring consistency in complaint resolution through standardized procedures.
- The role of leadership in promoting a customer-focused culture.

Unit 3:

Managing Complaints Efficiently:

- Setting up efficient workflows to ensure timely responses and resolution of complaints.
- Utilizing customer relationship management CRM systems to track and manage complaints.
- Prioritizing complaints based on severity and customer impact.
- Communicating with customers throughout the resolution process to maintain transparency.
- Managing escalations and complex complaints that require specialized attention.

Unit 4:

Analyzing and Leveraging Customer Complaints:

- Gathering and analyzing complaint data to identify recurring issues and trends.
- Using complaint insights to drive product, service, and process improvements.
- Developing preventative measures to avoid future complaints.
- Reporting complaint data to stakeholders for continuous improvement.

Unit 5:



Legal and Compliance Considerations in Managing Complaints:

- Understanding the legal requirements for handling customer complaints in various industries.
- Ensuring compliance with consumer protection laws and industry regulations.
- Implementing data privacy practices in managing customer complaints.
- Developing policies for formal dispute resolution and mediation.
- Preparing for audits and reviews of the complaints system by regulatory bodies.