

# COMPLAINT HANDLING

COURSE CONTENT OVERVIEW

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This e-learning course is designed to teach learners how to effectively handle complaints made about their business. The information in the course provides the learner with the knowledge and skills required to properly receive a complaint and investigate the situation if required, as well as how to respond to complainants. By taking this course, learners will be fully prepared to deal with complaints, whatever form they come in.

#### **Module One: Introduction to Complaint Handling**

This module introduces the learner to common reasons customers may complain to a business and what people expect to achieve by complaining. It also explains why having a robust complaint handling procedure is important; properly handling complaints benefit businesses in many ways.

- What is a customer complaint?
- Why complaint handling is important
- Why do customers complain?
- What customers want from a complaint

#### **Module Two: Receiving Complaints**

This module looks at how to approach the situation when a person is complaining to your business, whether it's in person, over the phone, via email, social media, etc. It covers how staff who receive complaints should act and react to the complainant and how their responses should be structured.

- Receiving a complaint
- Complaints in person or over the phone
- Complaints via email or letter
- Complaints on social media
- Complaints through a review

#### **Module Three: Investigating Complaints**

This module explores the process of investigating complaints. It looks at the factors you should take into consideration when determining whether a complaint requires investigation, and it details the 3 main steps of an investigation. It also emphasises the importance of impartiality and regularly communicating with the complainant.

- When is investigation required?
- Carrying out investigations
- Informing the customer
- Stages of investigation: clarification, assessment, conclusion
- Communication

#### **Module Four: Using Complaints to Improve**

This concluding module examines various ways you can improve the business to reduce complaints and how you can reflect on previously-handled complaints to improve the complaint handling process as a whole.

- Addressing root issues
- Reflecting on complaints

## Aims of the Training

By the end of this course learners will:

- Understand the benefits of dealing with complaints via an effective complaint handling process.
- Recognise the reasons people commonly complain to a business and what they may expect to achieve.
- Know the three different ways to approach a complaint: frontline resolution, investigation, and external handling.
- Be trained to respond appropriately when receiving complaints in person, over the phone, via email, and on social media.
- Know what to do during the investigation stage of complaint handling.
- Understand the importance of communicating regularly and clearly with a complainant at every stage of the process.
- Know how to send a response to the complainant about the business's ultimate decision regarding their complaint.
- Be able to reflect on the business and the complaint handling process as a whole after handling a complaint.