

COURSE CONTENT OVERVIEW

Complaint Handling



This Complaint Handling 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 taking this training, you will:

- Understand the primary reasons for complaints and use them to improve your business
- Know how to respond to complaints over the phone, via email or letter, through social media, or from a review
- Be able to investigate complaints in a timely and successful manner
- Learn how to respond appropriately to a range of situations
- Become skilled in implementing and reviewing a complaints handling process