

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 1: 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. This module introduces the purpose and importance of complaint handling, why customers complain and what people expect when they raise concerns.

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

Module 2: Receiving Complaints

This module explains how to respond appropriately to complaints received in different ways, including in person, over the phone, in writing and online. It will also cover the different approaches organisations may take when handling complaints and the importance of clear communication throughout the process.

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

Module 3: 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?
- Acknowledging and managing investigations
- Carrying out investigations
- Stages of investigation: clarification, assessment, conclusion
- Implementing outcomes and actions

Module 4: Learning from Complaints

This final module explains how organisations can learn from complaints by identifying root causes, reviewing patterns or trends and sharing learning appropriately across teams and departments.

- Why learning from complaints matters
- Identifying root causes
- Sharing learning internally
- Complaint trends and management reporting

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