



# Programme on Managing Customer Complaints for Business Excellence

Saturday, August 12, 2017 - 9.30 a.m. to 1.00 p.m. (Followed by Lunch)

**Venue :** Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

### Content:

- Developing positive attitude & approach towards customer complaints.
- Complaints and the complainants. What is happening to the complainants? What do they expect? How do they make the buying decision? The gap between our thinking and theirs. How it can be bridged. Measuring and improving current level of our preparedness.
- Financial & commercial implications of inefficient complaint handling and management.
- Types of complaints – Product related, Service related, Transaction related or Behaviour related. How to process them? MIS and analysis of the complaints.
- Types of complainants – Meek, Aggressive, Rip-off, Chronic complainer, Angry, Nasty, Abusive, Shifty, Indecisive. How to Deal with them? Complaint handling techniques. Complaint tracking mechanism
- Using Six Thinking Hats method in complaint handling.
- Listening skills; Do & Don'ts; Body language
- Learning from the complaints to achieve business excellence
- Minimizing the need to complain. Service quality standards.
- Customer satisfaction audit; 90 Day Action Plan

### Participation profile:

- Persons handling customer service, customer complaints or in general all persons who are in direct or indirect contact with customers (such as front office, counter, service, sales & marketing personnel) or deal with them on telephone, internet or email or by any other means.
- This program is also helpful to service functions such as HR, finance, legal, compliance & other back office functions since they cater to the needs of the internal customers
- Managers who are decision makers for improvement of internal processes of the company

**Facilitator :** Mr. Suresh Pandit, Business and Management Specialist.

**Fee :** Rs.800/- per participant Inclusive of Service Tax. Fee includes course fee, cost of material and Lunch. The Cheque may please be drawn in the name of 'Ahmedabad Management Association'.

**Programme on Managing Customer Complaints for Business Excellence August 12, 2017**

### Registration Form:

Please fill-in and return this form along with participation fee to :

**Ahmedabad Management Association**, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

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Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org".

Name(s)	Designation
1.	
2.	
Organisation:	
Address:	
	Pin Code:
Phone:	Mobile:
E-mail: <input style="width: 100%;" type="text"/>	