

## Customer Service & Complaint Handling

It is a fact of business life that the average business loses 15% to 20% of its customers in the course of a year. This loss is caused by more than poor product or high prices. This training will help the participant in the proper handling of customers who are unhappy, disappointed and/or angry with one's company.

### What You Will Learn

- Recognize that the customer is the most important member of an organization.
- Explain the impact and causes of poor customer service and learn how to eliminate them.
- Discuss the roles of the customer service representative.
- Recognize the human factors in customer service that help a person succeed or cause a person to fail.
- Explain communication and its importance in building trust and rapport in a business setting.
- Discuss what “pet peeves” customers have in their dealings with business and professional people.
- Recognize the difference between what someone says and what s/he actually means.
- Utilize check-back phrases to confirm “what” you have heard from your customer.

### Who Should Attend

Staff at all levels of an organization who have customer contact.