

HANDLING OF CUSTOMER COMPLAINTS



TARGET AUDIENCE

Station managers, section managers, passenger sales managers and station managers.



GOALS

- Be able to identify dissatisfied customers and deal with their complaints by adopting a positive approach to receiving dissatisfaction, allowing better intervention according to the solutions implemented;
- Understand the important issues at stake for customer satisfaction and the company's room for improvement through the proper handling of complaints in accordance with the legal texts and procedures defined by the company.



PREREQUISITES

- Have held the position of station manager, section manager, news anchor or sales manager.



EDUCATIONAL MODALITIES

Complaint handling procedure, case studies, testimonials, role-playing, self-assessment test attitude towards complaints.



DURATION: 2 Days



PROGRAM

- Identify dissatisfied customers and what they have in common regarding passenger services
- Define claimant customers, claims and their characteristics
- Identify the issues at stake in the claim, the typology of claimants and the nature of the claim
- Identify the important stages in the reception and handling of complaints
- Attitudes to deal with sensitive customers
- Know the procedure for managing complaints
- Know how to establish a complaint monitoring dashboard

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➔ **No**