

*"Instead of focusing on the competition, focus on the customer."*  
Thomas Cook, Director, eBay

# DISTRESSED

## CUSTOMER ENGAGEMENT 2021

Transforming complaints into business opportunities to build customer loyalty

12-14 July 2021 | Real Time – Immersive – Virtual Training

Your reputation is dependent on how well you deal with complaints. Unhappy customers tell others, and via the Internet, their complaints can reach thousands, at times, millions of people! Effective handling of complaints is therefore an essential part of how we manage our organisations. By concentrating on customer satisfaction with your handling of their complaints, you can achieve long term customer loyalty thus improving bottom line.

This revelatory training stint entitled **DISTRESS CUSTOMER ENGAGEMENT** seeks to galvanize participants to gain new confidence in Customer Service Communication and be effective in influencing through persuasive argument and skillful negotiation to affect a positive outcome. At the end of this programme, participants would have acquired specific skills, concepts and experiences that can propel their team and company toward greater professionalism.

### Benefits of Attending:

By the end of the course, participants will

- Understand the importance of complaints & how to engage customers
- Manage challenging and distressing scenarios with confidence, tact and professionalism
- Learn how to use the 8 Step Gift Formula for handling complaints
- Learn how to manage your own emotional stress from handling distressed customers
- Experience real-life case studies that will prepare you for angry customers
- Become the embodiment of a compassionate customer service staff

Exclusively by:



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