



Asia Masters Center

Citizens Handling & Complaints Skills in Municipalities & Local Administration



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Course Objective

- Defend the vital role of a customer complaints management system in enhancing organizational performance
- Demonstrate how a properly trained employee handles, step-by-step, complaining customers, gains their confidence and gratitude and secures their satisfaction
- Implement a customer feedback system that will maximize customer satisfaction and retention
- Manage every phase of the complaint handling process from preparation to closing including receipt, analysis, escalation, tracking, and all internal and external communication
- Formulate relevant key performance indicators to assess and audit complaint systems

Target Audience

- Customer orientation
- Empathic outlook
- Emotional control
- Meeting standards
- Systems judgement
- Organized workplace
- Quality orientation



Course Outline

Introduction to understanding your customers

- Interesting facts and figures
- Customer retention
- The principal foundation of retaining and developing our customer base
- The 'PRIDE' model for understanding customer needs
- Service mix elements
- The service quality model and service gaps
- Managing customer expectations

Introduction to complaints management

- 'Customer complaint' definition
- The importance of complaints
- Customer satisfaction and customer loyalty
- The 'Kano' model
- The danger of ignoring complaints
- Levels of complaints
- Complaints handling: process and behavior
- Sources of customer complaints
- Dealing with customer complaints

Complaints management standards and Complaints Handling Process (CHP)

- Complaints management standards - background
- ISO 9001 process model
- ISO 9001 and requirements for complaints management
- Essential elements of a complaints management system
- ISO 10002:2008 guidelines for CHP
- Scope and guiding principles
- The complaints handling policy



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- Responsibility and authority
- Top management
- Management representative
- Other managers
- All personnel in contact with customers
- All other personnel
- Planning and design
- Objectives of the CHP
- Customer satisfaction, linkages and alignment
- Resource requirements
- Competency requirements
- Operation and communication
- Essential elements
- Receiving, recording and tracking
- Assessing, investigating and closing
- Maintenance and improvement
- Collection of information
- Satisfaction with CHP
- Monitoring the CHP
- Auditing the CHP
- Management review

Assessing and monitoring a complaints management system

- Quotes on measures
- Metrics, measures and Key Performance Indicators (KPIs)
- Where do KPIs come from
- Some organizational Key Result Areas (KRAs)
- Criteria for 'good' KPIs
- Analysis of complaints: root cause analysis
- Prioritizing problems
- Finding effective and efficient solutions

- The design of financial models for forecasting and decision-making

- **The Feature Of Asia Master Training And Development Center**
 - we pick up the customer from the airport to the hotel.
 - we give the participant training bag includes all the necessary tools for the course.
 - Working within groups to achieve the best results.
 - All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
 - We can assist you in booking hotels at discounted prices if you wish to book through us.
 - We offer the certificate from Asia Masters Center for Training and Administrative Development.

 **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.



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Price (USD)

**Communicate with the training department
to know the participation fees**

➤ **There are offers and discounts for groups**

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