



Indian Dairy Association (West Zone)

Workshop on

Effective Customer Complaint Handling

on
27-04-2024
at

A - 501, Dynasty Business Park, J B Nagar, Chakala, Andheri-Kurla Road,
Andheri (East), Mumbai 400 059

Program Timings :



Registration - 09.30 to 10.00 hrs



Technical Session - 10.00 to 17.00 hrs

For Delegate Registration Contact

☎ 91-22- 49784009, ☎ 987 910 5948, ☎ 982 070 7242

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INTRODUCTION

In any business, customer satisfaction is paramount, and effective complaint handling plays a crucial role in maintaining and enhancing it. Customer complaints offer valuable insights into areas needing improvement and present opportunities to enhance customer experience. Therefore, organizing a workshop focused on customer complaint handling can be instrumental in equipping employees with the necessary skills to address issues promptly and efficiently.



OBJECTIVES

- To understand the importance of effective customer complaint handling in fostering customer loyalty and business growth.
- To explore various types of customer complaints and their impact on business operations.
- To develop strategies for effectively managing and resolving customer complaints.
- To enhance communication skills necessary for empathetic and constructive interaction with dissatisfied customers.
- To empower employees with problem-solving techniques to resolve complaints efficiently and prevent recurring issues.



KEY TOPICS TO BE COVERED:

- Complaint Handling Policy – Receiving, Investigating & Resolving – SOP
- Identifying common types of customer complaints.
- How to conduct Stakeholder Analysis
- Developing Active Listening skills – Role play
- KPIs for customer complaint handling
- Preventing future complaints through proactive measures.
- Utilizing feedback for continuous improvement.



METHODOLOGY

The workshop will employ a combination of interactive lectures, case studies, role-playing exercises, and group discussions to ensure active participation and practical learning. Real-life scenarios will be utilized to simulate various customer complaint situations, allowing participants to apply problem-solving strategies in a controlled environment. Experienced facilitators with expertise in customer service and complaint management will lead the sessions, providing valuable insights and guidance throughout the workshop.



TARGET AUDIENCE

This workshop is designed for customer service representatives, frontline staff, managers, and any employees involved in direct customer interactions across various industries. It is suitable for both entry-level employees seeking foundational knowledge and experienced professionals looking to refine their skills in customer complaint handling.



EXPECTED OUTCOMES

- Enhanced understanding of the importance of effective complaint handling in customer retention and business success.
- Improved ability to identify, analyse, and resolve different types of customer complaints.
- Strengthened communication and interpersonal skills for constructive customer interactions.
- Increased confidence in handling challenging customer situations with professionalism and empathy.
- Implementation of proactive measures to prevent recurring complaints and improve overall service quality.



CONCLUSION

The Workshop on Effective Customer Complaint Handling aims to empower employees with the skills and knowledge necessary to address customer complaints effectively, thereby fostering positive customer experiences and driving business growth. By investing in training and development in this critical area, organizations can build stronger customer relationships, enhance their reputation, and gain a competitive edge in the marketplace



FACULTY

- Mr. Kailash Ashar - 18 Years in Dairy Consultancy and Quality Systems. Guidance in Process technology for dairy products, Formulation of optimum product mix, Quality management in dairies, Improvement of operational efficiency of dairy plants. Turnkey projects, development of QMS, EMS,FSMS, EnMS and HACCP systems. ■ Provided overseas Consultancy & Training ■ Lead Auditor for ISO 9001, ISO 14001, ISO 22000 and HACCP ■ Conducted Third party certification audit

Delegate Registration Fee :

Rs. 3,500/- (Rupees Tree Thousand only) per participant. The registration fee includes the charges for lunch, tea and course material.

Payment :

Demand Drafts / Cheques should be drawn in the name of " Indian Dairy Association (West Zone)", payable at Mumbai.

For Delegate Registration, Please visit the below link

<https://forms.gle/MKMF3uoco1XQGdM6>



Scan here for delegate payment



SCAN HERE

Dr. J. B. Prajapati

Chairman IDA

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Vice Chairman IDA

Dr. J.V. Parekh

Vice Chairman IDA

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