SCANDINAVIAN ACADEMY
For Training and Development

Course: Implementing and Managing a Customer Complaints System

Code	City	Hotel	Start	End	Price	Language - Hours
311	Rome (Italy)	Hotel Meeting Room	2025-07-28	2025-08-01	5450 €	En - 25

Program Objectives

By the end of the program, participants will be able to:

- Understand the concepts and importance of customer feedback.
- Know the flow of customer feedback in an organization.
- Design a customer feedback system to enhance organizational performance.
- Improve existing system and benchmark against world class standards.
- Assess and audit complaints systems.

This Program is designed for

Staff members who deal with customer feedback and customer service staff or team members who are working to develop effective customer feedback systems. This program is worth 25 NASBA CPEs.

Program Outline

Introduction to Understanding Your Customers

• Who Is Your Customer?
• Importance of Customers Feedback
• Types of Customers

Introduction to Complaints Management

• What Is a Complaint?
• What Are the Sources of Complaints?
• Why Should an Organization Seek Complaints?
• Complaints Are Golden Opportunities for Improvement

Introduction to Complaints Management Standards

• Why Standards?
• Types of Standards
• ISO 10002 as a Model
• The Impact of Customer Attitudes towards Complaining and Organizational Reactions
• Business Needs and Commercial Implications

Essential Elements of a Complaints Management System

• Scope and Policy
• Planning
• Resource/Competence
• Logging and Receiving Complaints
• Implementation and Operation
• Management Review
• Corrective and Preventive Actions

Designing and Implementing an Effective Customer Complaint System

• Complaint Definition, Handling, Escalation and Resolution
• Developing a System Including Workflow and Process Mapping
• Monitoring, Measurement and Management Review
• Audits in Principle and Practice
• Possible Barriers

Writing a Customer Complaint Procedure

The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**
    - We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.
- **Scientific Assessment:**
    - We evaluate trainees skills before and after the course to ensure their progress.
- **Brainstorming and Interaction:**
    - We encourage active participation through brainstorming sessions and applying concepts through role play.
- **Practical Cases:**
    - We provide practical cases that align with the scientific content and the participants specific needs.
- **Examinations:**
    - Tests are conducted at the end of the program to assess knowledge retention.
- **Educational Materials:**
    - We provide both printed and digital scientific and practical materials to participants.
- **Attendance and Final Result Reports:**
    - We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.
- **Professionals and Experts:**
    - The programs scientific content is prepared by the best professors and trainers in various fields.
- **Professional Completion Certificate:**
    - Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.
- **Program Timings:**
    - Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.