



Customer Complaint Handling and Management Guidelines Workshop

8-10
October 2019

According to research findings, a typical business hears only 4% to 5% of its dissatisfied customers. The remaining will just quietly go away or move to the other service providers. Therefore, it is important that the complaints received are properly and quickly dealt with to prevent further complaints or losses.

This 3-day workshop will help organisation to implement and put in place an end-to-end and robust complaint handling and management process. Industry practices will be shared to help bring in all the factors and elements needed to make the customers stay with the organisation.

Programme Outline

According to research findings, a typical business hears only 4% to 5% of its dissatisfied customers. The remaining will just quietly go away or move to the other service providers. The crucial point comes when there is a problem and customers will closely assess the organisation and its service. Many organisations now set relevant targets relating to customer complaints. Therefore, it is important that the complaints received are properly and quickly dealt with to prevent further complaints or losses.

Not only are complaints properly handled, they also provide opportunities for the organisation to make improvements, strengthen customer loyalty and provide a second chance to provide satisfaction and better customer experience to their customers.

This 3-day workshop will help organisation to implement and put in place an end-to-end and robust complaint handling and management process. Industry practices will be shared to help bring in all the factors and elements needed to make the customers stay with the organisation.

Who Should Attend ?

- Officers, Managers and Executives in the Management Area responsible for overall management of Customer Complaints or Customer Experience
- Officers, Managers and Executives in Customer Service Management Functions

Key benefits of attending

- Understand the different types of Customer Comments and how to categorise them
- Understand the importance of having a proper Customer Complaint Handling and Management process in place
- Factor in all the requirements needed to have an end-to-end and robust complaint handling and management process
- Setup and design a robust complaint handling and management process or add in missing components to existing complaint handling process
- Establish a documented complaint handling and management procedure manual

Programme Outline

Day 1

Module 1

- Introduction on Customer Comments
- Overview
- Definition and understanding on the basics of Comment Handling and management
- Definition of a Customer Complaint and Customer Comment
- Comment Type Classification
- Complaint Type Classification
- Exercise on identification of customer comments with facilitated group review session

Module 2

- The Customer Comment Handling Process
- Understanding the Comment Handling Process
- Discuss factors to be taken into account in having the followings in place:
 - ⇒ Access to Information
 - ⇒ Comment Recording
 - ⇒ Complaint, Comment and Feedback Handling Workflows

Module 3

- The Customer Comment Handling Process
- Continue to discuss factors to be taken into account in having the followings in place:
 - ⇒ Conflict of Interest
 - ⇒ Confidentiality
 - ⇒ Independent Handling
 - ⇒ Staff Reward and Commendation
- Valid complaints vs Invalid complaints
- Exercise on validity of customer comments with facilitated group review session
- Staff Empowerment
- Comment and complaint owners

Programme Outline

Day 2

Module 4

- Comment Handling Service Standards
- Service Standard for Customer Communication
- Standard Customer Correspondences
- Factors to be taken into account when responding to customers
- Automation vs Manual reply
- Exercise on Customer Correspondence with facilitated group review session

Module 5

- Escalation Process
- The importance of having a robust escalation process
- Factors to be taken into account when establishing an escalation policy

Module 6

- Recording of Customer Comments
- The importance of having data on Customer Comments
- Data accessibility
- Integrity of Recording mechanism
- Central database

Module 7

- Service Recovery/Redress Policy
- The importance of having a service recovery/redress policy
- Discusses on the elements needed for having a service recovery/redress policy

Module 8

- Training
- Types of training required
- Comment Handling Principles

Programme Outline

Day 3

Module 9

- Reporting of Customer Comments and Complaints
- The importance of having a proper report on customer comments and complaints
- Frequency of reporting
- Recipients of the report
- Tips to presenting the report

Module 10

- Arbitration
- Roles of ombudsman or 3rd party regulator
- Challenges
- Preparing for a meeting

Module 11

- Identification of Causes of Complaints
- The importance of identifying the root cause of complaints
- Using a tool to practice how to identify root cause

Module 12

- Prevention and Minimisation of Complaints
- The importance of taking corrective actions
- Effectively implementing and monitoring corrective actions

Module 13

- Corrective Action
- The importance of taking corrective actions
- Effectively implementing and monitoring corrective actions

Module 14

- Quality Management
- The importance of managing quality in complaint handling
- Methods of ensuring quality

Trainer's Profile:



Siti Rozainah Yunos
People Leadership Consultant & Facilitator
Customer Experience Management Specialist

Madam Rozainah has 25 years of Senior Management and Leadership roles and experience in the service industries. She has led, managed and developed business functions, mostly in the Customer Service, Customer Experience Management and Service and Sales Quality related functions.

She was a Departmental Manager for various functions with HSBC Brunei, majority of which was on leading functions which have elements of customer service, customer experience and sales management. Her last role was as a Divisional Head in charge of the Customer Experience Management Division and Head of Customer Care with Telekom Brunei Berhad before deciding to go public in early 2018.

Madam Rozainah is recognized to have a strong leadership capability and a credible and extensive experience in strategising and managing company's overall customer satisfaction and customer experience. Her success was partly due to her People Leadership and Management capability in mentoring, coaching and developing her teams in achieving business goals. She practices Inspiring People Performance Management. She is a holder of the Executive Master of Management (in People Leadership) from Asia e University (AeU) and this has further enhanced her People Leadership and Management skills.

She was also a Coach and Mentor on the Mentoring Programme in her previous roles and has coached and mentored young executives to help them reach their potentials.

As a Customer Experience Management Specialist, She conducted and supported Customer Service related workshops for HSBC Brunei and several Government departments and was also invited judge to Customer Service related competitions from both the public and private sectors. She has supported DSTComm, the Civil Service Department, Tabung Amanah Pekerja, Jabatan Telekom Brunei and the Government's Department of Management Services. She also setup the Customer Experience Management Committee and was the Business Lead and Coordinator. Her experience was also enhanced by Her involvement in working with other overseas HSBC Offices.

With Telekom Brunei Berhad, She was the first to setup and established the clear functions, roles and responsibilities of the Customer Care Department. She also helped strategise the overall company direction in providing a high level of Customer Experience. She provided strong support to uplifting the level of customer experience and was heavily involved in the end-to-end management of the overall customer experience for the company, including its Call Centre, Branches and the Technical team. She also worked with many overseas consultants in driving changes within the organisation and was made a member of the Management Executive Committee so as to strengthen the senior leadership in driving the company forward.

She advocates excellent customer experience as one of the most important goal for a business to succeed. She also strongly believes that the people of the organization play a significant part in the success of the organization and therefore deserves the attention for development opportunities and motivation. Her expertise includes People Leadership, conducting People Development Programmes, trainings and workshops, Customer Service Performance Management, Complaint Handling and Management, Customer Satisfaction and Service Performance Measurement, Organisational Communications Skills, Customer Channel Management, process improvement, and implementation of customer service and people management related tools.

She was also awarded the Certified Financial Planner from the Financial Planning Association of Singapore and certification on the Islamic Financial studies of Fiqh Mu'amalat Professional Programme from the Centre For Islamic Banking, Finance and Management (CIBFM). She was also a Runners-up award recipient of the HSBC's World Local Heroes Programme for the Asia-Pacific region.

Her passion for excellent customer experience and people leadership and management has now led Her to wanting to share her extensive experience, best practices and tools with companies and organisations that are in the service industry so their company/ organisation may benefit from improved customer satisfaction and well-trained and motivated staff to further excel in their respective business.

Please Register here:

1	Name	
	Position	
	Department	
	Email	
	Telephone	

2	Name	
	Position	
	Department	
	Email	
	Telephone	

3	Name	
	Position	
	Department	
	Email	
	Telephone	

Approved by:

Signature	
Name	
Position	
Department	
Email	
Telephone	

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PROGRAMME FEES

Stakeholders	Non-stakeholders
\$1,200.00	

IMPORTANT NOTE

Stakeholders are participants from MOFE, AMBD and all domestic banks in Brunei Darussalam.

TERMS AND CONDITIONS

- The Programme fee is inclusive of workshop material(s), refreshment and certificate.
- Payment must be made upon receipt of invoice issued by CIBFM.
- CIBFM operates a strict NO CANCELLATION POLICY once the receipt of registration has been issued. However, CIBFM will welcome and accept replacements.
- CIBFM reserves the right to amend, change or cancel the programme at any given time. We will immediately notify participants and organisations if any such changes are to be made.

Please email your completed form to
registration@cibfmbrunei.com

6 September 2019

Contact us!



askseed@cibfmbrunei.com



+6738271140



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