

Bank Complaints management

General objectives:

This course is aimed at all professionals who wish to acquire complaints management skills and customer service

Specific objectives:

At the end of the course the students are able:

- analyze the influence of care about customer satisfaction and loyalty also has a direct impact on the outcome of the banking product.

Target Audience:

Professionals who perform technical and / or commercial activities and in the exercise of its function need to develop skills in the relationship with the customer.

Hours:

18 hours.

Program Contents:

Module I - Customer and Bank Image

- Construction of Image Quality of Service
- Attitude Professional in Telephone Services and Classroom
- behaviors that determined the relationship quality with the Customer
 - Factors Relating to Procedures
 - Factors Relating to Behavior

Module II - Managing Customer Relations at Telephone Services and Face to Face

- Special features of Telephone Answering
- The Voice: the tone, rhythm and inflections
 - Perception of Time: Waiting Working Time
- Controlling Verbal Language: Phone

- the Use an objective language
- Distinguish the Essential Accessory

- Special features of Customer Face to Face
 - the Posture, Appearance and Attitude
 - knowledge control communication

Module III - Steps and Techniques Service

- reception
 - Identification
 - Greeting

- Exploration
 - Identify the needs and objectives of the Interlocutor
 - Know how to hear
 - pose questions
 - Giving and Receiving Feedback

- Resolves routing
 - Knowing give information
 - Presenting Solutions and Alternatives Place
 - Guide / Forward Customer

- Closing / Farewell

Module IV - Effectively Dealing with Complaints

- Dealing with Stress Situations and Conflict
 - Spotting the Problem Language Conflict Language
 - Use the Recast Response to Situation
 - The complaint as Opportunity to Improve the Quality of Service