MERCURY

Implementing and Managing a Customer Complaints System Conference

13 – 17 June 2027
Kuala Lumpur (Malaysia)



Dubai - UAE: +971 4 450 5697
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Implementing and Managing a Customer Complaints System Conference

Ref: 8086_285027 **Date:** 13 – 17 June 2027 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4600 Euro

Introduction

This specialized customer complaint management system conference tackles the issue of customer complaints by focusing on its two components: the behavioral aspect related to the individual employee who deals face-to-face with the complainant, and the systems or procedural aspect related to how the organization should process a complaint, every step of the way, from the moment it is raised to its conclusion.

The customer complaint management system conference, which relies on international best practices, also covers the necessary preparations an organization must undergo regarding cultural development and openness before it can benefit from complaints, recover complaining customers, improve internal processes, and achieve new heights in customer satisfaction.

Understanding What is Customer Complaint Management

Customer complaint management is critical to maintaining excellent customer relations and improving a company's services and processes. A structured process can turn a dissatisfied customer into a satisfied one and provide insights for organizational growth. This customer complaint management system conference will delve into the intricacies and methods of managing customer complaints effectively.

An effective customer complaint handling system includes defined scopes, clear policies, and thorough planning. Resources are competently allocated, and complaints are logged and received efficiently. Implementation and operation are carried out systematically, under continual management review, ensuring effective corrective and preventive actions.

Targeted Groups

- Customer Complaint System Managers and Staff.
- Customer Service Managers and Staff.
- Managers and Staff of Support Departments, such as HR and IT, provide services to the organization's other departments internal customers.

Conference Objectives

At the end of this customer complaint management system conference, the participants will be able to:

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- 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 the existing system and benchmark against world-class standards.
- Assess and audit complaints systems.

Targeted Competencies

At the end of this customer complaint management system conference, the target competencies will be able to:

- Customer orientation.
- Empathic outlook.
- Emotional control.
- Meeting standards.
- Systems judgment.
- Organized workplace.
- Quality Orientation.

Conference Content

Unit 1: Understanding Your Customers

- Who Is Your Customer?
- Importance of Customer Feedback.
- Types of Customers.

Unit 2: Complaints Management

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

Unit 3: 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.

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Unit 4: Essential Elements of a Customer Complaint Management System

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

Unit 5: 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.