

Effective Responses to Customers' Complaints

INTRODUCTION

A well-written and strong email reply is vital in effective writing communication. The course is structured such that participants will learn to adopt an appropriate style, tone and format of writing, express their points coherently, and to consistently produce focused replies. They will also pick up skills to avoid common writing errors and to write professionally.

COURSE OBJECTIVES

On completing this program, participants will be able to:

- Appreciate the importance of writing well for their organisation and themselves.
- Apply principles taught to write emails that are clear and logical; and meet the organisation's needs and expectations better.
- To learn the value of good written replies.
- To develop paragraphs that introduce, connect, develop and conclude ideas.
- To learn how to edit your work so you can feel confident that it is clear, concise, complete and correct.
- To provide an opportunity to apply these skills in real work situations.

COURSE CONTENTS

Morning

TOPIC	CONTENTS
Introduction to Course	Ice-breaker activity: Expectations of the course.
Pre-Writing Stage <ul style="list-style-type: none">• Customer analysis—Objectives are to manage objections from customers and content.• Applying critical and analytical skills in email replies (feedback and complaints).	Lecture with sample examples. Group activity.
Email Writing Essentials <ul style="list-style-type: none">• Different types of email replies—informational and decision-making.• Objectives of emails.• Use storyboarding to structure thoughts and deliverables.• Templates for formal and informal email replies.• Templates.	Aspects of writing: templates, perspectives, and degree of formality.
Writing Stage (Overview from Internal Training) <ul style="list-style-type: none">• Modern day business writing vs. older form of business writing.• The Five W's of planning (Executive Summary skills).• Concise writing essentials.• Words and phrases for replying to feedback e.g. general requests and complaints).	Lecture with individual and group activity.
Post-Writing Stage <ul style="list-style-type: none">• Common grammar errors made in writing.• Editing and proofreading skills. Activity <ul style="list-style-type: none">• Review email samples.	Lecture with individual and group activity.

<ul style="list-style-type: none"> • Application of proofreading and vetting techniques. • Identifying the pros and cons of the email samples. 	
<p align="center">Review and Conclusion</p>	<p>Administrative: Q n A and Personal Action Plan Course evaluations and certificates.</p>

MEDIUM OF INSTRUCTION & TRAINER

- English
- Trainer: Trainee Ratio is 1:20