

# Convert Complainers into Raving Fans

**“Your most unhappy customer is your greatest source of learning” Bill Gates**

If you don't look after your customers, they will find someone who can. Research reveals that 68% of customers are turned away by the indifferent attitude of employees. That's over two thirds who leave without a word because they believe the business doesn't care about them. With the number of customers who could be leaving YOUR business and never giving you the feedback to to improve, you should be welcoming complainers. They are doing you a favour. In this exciting experiential workshop, your people will learn strategies they can easily implement in the workplace, to effectively manage challenging customers and maintain their own wellbeing.



## By the end of this workshop your people will understand:

- Why you should welcome complainers
- The power of word of mouth and how it affects your organisation
- How to recognize the 3 types of complainers
- The EAR process to complaint resolution
- Strategies to keep calm and manage stress
- The go-to phrases that defuse angry and dissatisfied customers
- How to deliver negative news and maintain the relationship

## BYO Workshop

All our workshops are customized to your business. This is a sample. You can Build Your Own by combining elements of this and our other workshops.

Applications include:

- Customer service
- Telephone skills
- Sales
- Managing conflict
- Conference breakout session
- Professional development day

## Duration

Depending on the application it can be run as a one hour, two hour, half day or full day session.

## Your Presenter:

Ava Lucanus takes a proven, practical and refreshing approach to helping organisations create exceptional customer experiences that align with their brand promise. Drawing upon four decades of knowledge and experience, Ava works with companies Australia wide and is recognized as an authority in her field. Through her company Edge Communication she provides consulting, training and coaching programs for every level within business to fully optimise their relationships.

*"Ava is that rare professional; not only is she an expert in her field, but she is also able to convey the information in a dynamic, easy to understand manner. Ava's material is logically organised, focused on results, and extremely cost & time-effective. A session with Ava is a GOLDMINE for staff who are your customer's first contact with your business"*  
*Kym Bidstrup, Director, 4th Mesa Productions*

**Contact Ava on 08 9200 2290 or [ava@edgecommunication.com.au](mailto:ava@edgecommunication.com.au)**