

Convert Complainers into Raving Fans

“Your most unhappy customers are your greatest source of learning” Bill Gates

If you don't look after your customers they'll find someone who can. Research shows that 68 % of customers are turned away by the indifferent attitude of employees. That's 68% 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, never helping you to improve your service, you should be welcoming complainers. They're doing you a favour by bestowing upon you a valuable gift! Rather than just defecting to your competitor, they want to continue doing business with you and are taking the time to tell you where you could improve.



In This Powerful Workshop You Will Discover:

- Why you should welcome complainers
- The devastating power of word of mouth when customers remain dissatisfied
- How to easily recognise the three different types of complainers
- How to recognise dissatisfaction even when your customer has not complained
- The four EASY steps in dealing with customer complaints
- What to do when your customer is not responding to your efforts of resolution
- How to turn a complaining customer into a raving fan

Some of the Many Applications of this Dynamic New Learning Experience are:

- 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 and combined with any of our other workshops.

Ava Lucanus takes a proven, practical and refreshing approach to helping organisations create exceptional customer experiences that align with their brand promise and generate more business. 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