

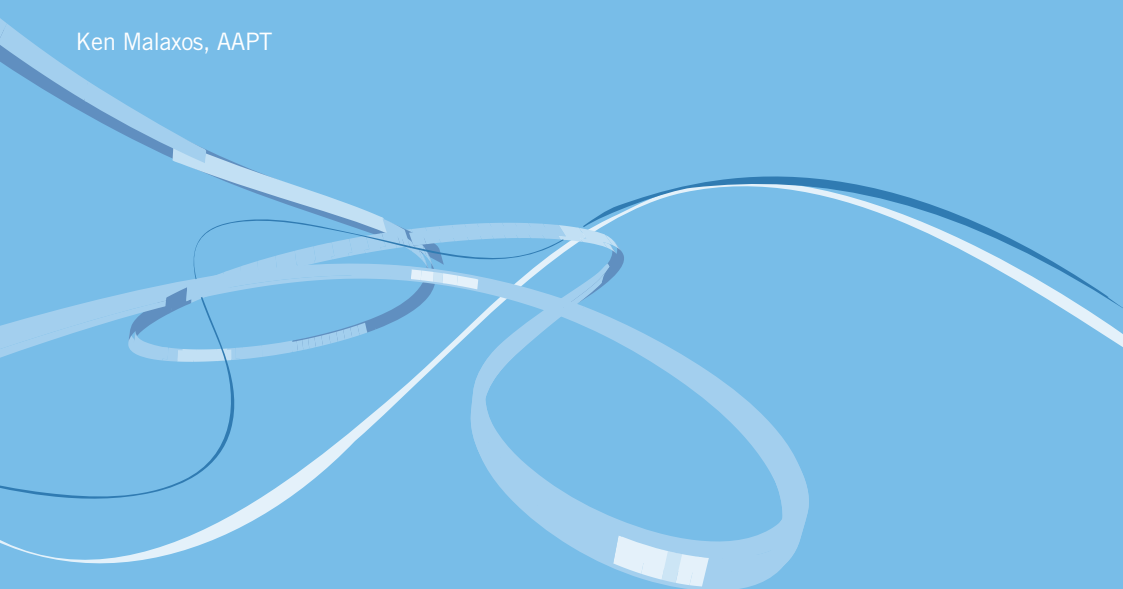


## FRONTLINE COMPLAINTS

**On-line Complaint Handling Training  
for staff who manage complaints, queries and customers**

“A leap forward in the delivery of complaint handling training.  
Very professional and a great way to learn.”

Ken Malaxos, AAPT



# FRONTLINE COMPLAINTS

## Simplifying Complaint Handling

Many Australian companies make a significant investment each year to resolve customer complaints. Complaints can escalate if the first contact or frontline response does not resolve the initial complaint. As time elapses complaints often become more complex and difficult to resolve.

Frontline Complaints is designed to provide cost efficient and effective training for call centre or frontline staff. If a company's call centre or frontline staff have better complaint handling awareness fewer complaints will escalate. The result - a significant saving for companies and greater satisfaction for customers.

## High Impact Skills Development

- High quality online complaints handling training for call centre or frontline staff.
- 20 minute learning modules offered at a time and place that suits the user.
- A variety of modules to choose from to meet the needs of the individual.
- \$100.00 + gst for 4 modules.
- Entertaining, educational and relevant skills development.

For more information, or to view our introductory video please see our website [www.frontlinecomplaints.com](http://www.frontlinecomplaints.com)

## Topics

Currently we have 8 modules on offer:

### 1. Complaint Handling Fundamentals

The fundamentals clear and simple.

Including: what customers expect when they make a complaint, why people complain, telephone skills and how to quickly identify what the customer wants.

### 2. Dealing with Challenging Customer Behaviour

Why do some customers behave badly?

Focusing on challenging behaviour, we look at strategies for being effective. We talk to Helen Mueller from the NSW Ombudsman's Office about their recent research and how to manage challenging behaviour.

### 3. Financial Hardship

Financial hardship is a topic of increasing relevance. Learn how to recognise if a customer is in financial hardship. What to do and what to avoid when assisting the customer. Sue Fraser from Kildonan Uniting Care shares her thoughts on financial hardship and its management.

### 4. Building Rapport with Customers

Easy to understand and use, these simple tips will enable you to build rapport with customers quickly and easily. If you have rapport with a customer they will believe you understand their problem, they will talk about their real concerns and they might be more prepared to listen to you and remain positive. International expert Allan Parker talks about how to build rapport.

“Excellent! Nina Harding provided effective ways for dealing with difficult customers. I tried it at work and it made a lot of difference.”

Intake Officer, Energy and Water Ombudsman (Victoria)

## 5. Saying No Nicely

A big part of complaint handling, unfortunately, is saying 'No' or 'No we can't do what you want'. When you have to deliver bad news to a customer it can be a difficult and confronting conversation. Our Saying No Nicely module gives some tips for making this as positive and as painless as possible - while retaining the customer.

## 6. The Role of the Ombudsman Service

In this module we meet Ombudsmen from different industries to gain an understanding of the role of an Ombudsman Service, what they expect from companies and some of the tools they use to resolve complaints.

## 7. Stress Management

Handling complaints can be stressful. Is stress always bad, how can we manage our stress better and resolve complaints with stressed- out customers? During this module Jill Blythe, psychotherapist and workplace stress expert provides insights and helpful tips on managing stress.

## 8. High Conflict Complainants

A high conflict customer might present with some very challenging behaviour; an inability to listen, anger or aggression. We are joined by Professor Tania Sourdin to discuss reasons for this behaviour and some of the things we can do to resolve these complaints.

## How Does it Work?

- Low per head fee for a 3 month licence period
- On-line refresher test (multiple choice) after completing each module
- Certificate of Completion awarded after satisfactory completion of each module

## Frontline Support

Frontline Complaints has been made possible due to the support of the Energy and Water Ombudsman (Victoria), the Financial Ombudsman Service, and the Insurance & Savings Ombudsman (NZ). These organisations support our policy of early resolution of customer complaints, and believe that fewer complaints would escalate to their services if complaints were resolved at the first point of contact.



A portrait of Nina Harding, a woman with long brown hair, wearing a dark blue top and a pearl necklace. She is looking slightly to the right of the camera with a gentle smile. The background is a blurred outdoor setting with green plants and a blue sky.

Nina Harding,  
Managing Director  
Frontline Complaints

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“Extremely easy to watch and helpful. We will be getting the whole Customer Service Team involved and strongly recommending it be taken up by teams outside Customer Service.”

Greg Brown, Western Water