

Complaints Handling Training for Travel

13 December 2022

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

09:30 **Registration, tea and coffee**

10:00 **Welcome and setting the scene**

- The role of the customer support team at ABTA
- What generates complaints?

Charles Fachiri, Senior Customer Information Manager, ABTA

10:40 **Case study: handling complaints in a post-pandemic world**

- Managing amendments, postponements, and cancellations
- Setting expectations and managing difficult and emotional customers
- Lessons learned

Jill McElligott, Customer Experience Manager, Newmarket Holidays

11:00 **How ABTA guides you through the complaints journey; tools and resources**

- ABTA's Code of Conduct
- ABTA's tools and resources
- Practical exercise: what does a breach look like?

Diana Missoni, Senior Code Executive, ABTA

12:00 **Tea and coffee break**

12:20 **Making the most of complaints and evidence gathering**

- Gathering the information and establishing the facts
- Responding to your customers
- Effective complaints reporting – identifying and addressing the root cause of complaints
- Real life complaint examples and resolutions

Asha Bhimji, Customer Claims Executive, easyJet

12:40 **An introduction to Alternative Dispute Resolution**

- The importance and benefits of ADR
- How to respond to a request for arbitration
- What evidence needs to be provided?
- Introduction to conciliation

Charles Fachiri, Senior Customer Information Manager, ABTA

13:00 **Networking lunch**

14:00 **Handling reviews**

14:20 **Workshop: complaint handling techniques – written complaints**

Keywords and sentences

Incorporating personalisation within written responses

Social media

Responding to Trustpilot reviews

Kim Daplyn, Guest Relations and Legal Compliance Manager, **Scott Dunn**

15:00 **Tea and coffee break**

15:20 **Workshop: complaint handling techniques – phone calls**

Conflict resolution training

Understanding and applying your toolbox of skills

Kim Daplyn, Guest Relations and Legal Compliance Manager, **Scott Dunn**

16:00 **Summary and close**

Charles Fachiri, Senior Customer Information Manager, ABTA

About your moderator:

Charles Fachiri started his career in travel in 1987 when he worked for Sunmed Holidays, in the overseas operations office in Turkey and upon his return to the UK within the reservations and customer relations departments. He later moved on to work for Cosmos within the same field of customer relations, where he inspected hotels and followed up on complaints in destination. Charles then moved into the cruise sector where he worked for Royal Caribbean Cruise Lines. In 1997 Charles joined ABTA and now is the Senior Customer Information Manager.



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About the event

ABTA's popular Complaints Handling Training for Travel is ideal for those who handle or receive complaints on a regular basis and want a wider awareness and understanding of the complaint handling process.

The workshop will give you the core skills to help you deal with complaints effectively, including written and verbal complaint handling techniques.

Refresh your skills and hear best practice for responding to complaints effectively across a variety of channels including email, phone and social media. Benefit from group work, practical exercises and presentations.

Hear best practice for evidence gathering and reporting complaints including the importance of communicating changes and managing customer expectations. Hear how your industry peers deal with their customer complaints and discuss the common challenges you face.

Gain insight into how ABTA can assist you in the complaints handling process and get an introduction to the importance and benefits of Alternative Dispute Resolution (ADR).

Benefits of attending

- Learn how to manage **challenging customers**.
- Learn how to respond to complaints on **email, telephone, online and social media**.
- Understand how to make the most of your complaints and **evidence gathering**.
- Put your skills to the test through **interactive exercises**, tailored for travel businesses.
- Learn how to **prevent complaints** and hear real life examples.
- An introduction to **Alternative Dispute Resolution (ADR)**.

Who should attend?

Travel professionals who are in customer relations orientated roles, who frequently liaise with consumers. The seminar is designed for large and small companies including the following roles within customer relations teams:

- Advisors
- Executives
- Team leaders

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **07766 517 611** or email mturton@abta.co.uk

Prices

ABTA Member / ABTA Partner* **£235 plus VAT**

Non Member **£355 plus VAT**

This includes lunch and refreshments throughout the day, all delegate materials, presentations and an attendee certificate.

**To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit abta.com/join*

Group booking discounts

Book **three places** and get **50% off the third place**

This discount will be automatically applied when you book online.

If you are looking to book for a larger group please contact events@abta.co.uk for a bespoke discount.

REGISTER NOW!

Upcoming events

Advanced Complaints Management Training

6 December, London

An Essential Guide to the Package Travel Regulations

14 December, Manchester