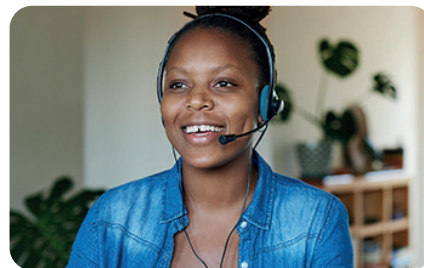


Complaints Handling Training for Travel

8 July 2021



10:00 **Introduction and welcome from the moderator**

- Housekeeping
- The role of the customer information team at ABTA
- What generates complaints and key areas to be aware of as travel reopens

Charles Fachiri, Senior Customer Information Manager, **ABTA**

10:20 **Using complaints and evidence gathering to build back better**

- 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

Michael Wallis, Customer Service Manager, **Arena Travel**

10:40 **Practical exercise: written complaints**

A series of interactive presentations and practical exercises

- Top tips for written communication
- Most effective ways of saying 'no' and 'sorry' to customers
- How to use written communication to better manage difficult conversations and challenging customers

Rob Ettridge, COO, **Red Lorry Yellow Lorry**

11:40 **Screen break**

12:00 **Pre-departure communications in an ever-changing landscape**

- Communicating updates and changes with your customers as travel restarts
- Streamlining communications
- Managing difficult conversations and high expectations
- Online complaints/feedback

Susanne Radcliffe, Customer Experience Leader, **Flight Centre**

12:20 **Practical exercise: phone complaints and conflicts**

- Top tips for phone communication
- Improving the overall customer experience during the complaints process

Kim Daplyn, Guest Relations Manager, **Scott Dunn**

13:00 **Lunch**

13:50 **Interactive session: handling complaints through social media**

- Why is social media an important tool to manage feedback and complaints?
- When to take complaints offline
- Messaging and tone of voice

David Child, Head of PR and Brand, **Thomas Cook**

14:20 **Using technology to resolve customer issues**

- How technology can help meet rising customer expectations
- Anticipating and resolving customer problems more efficiently
- Online feedback

Laura van Schravendijk, Regional Manager, Customer Success, **Freshworks**

14:40 **How ABTA guides and assists you throughout the complaints journey**

- Tools, resources and business support that is available from ABTA
- An introduction to ABTA's Alternative Dispute Resolution (ADR) schemes

Daryl Nurthen, Member Support Manager, **ABTA**

15:10 **Summary and close**

Charles Fachiri, Senior Customer Information Manager, **ABTA**

Sponsor



Contributor



**Red Lorry
Yellow Lorry**

Complaints Handling Training for Travel

8 July 2021



About the training

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

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.

As travel unlocks, 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

- Gain the **skills and confidence** you need to effectively deal with complaints.
- Take part in **practical exercises** tailored for the travel industry.
- Get top tips for dealing with **verbal and written complaints**.
- **Bring your questions** to the experts.
- Understand how to harness **technology** in your complaints process.
- Hear how your **industry peers deal with their customer complaints** and discuss the common challenges you face.

Prices

ABTA Member/Partner **£150 plus VAT***

Non Member **£199 plus VAT**

**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*

Who should attend?

Travel professionals who are in customer facing roles. The training is designed for large and small companies including the following roles within customer relations teams:

- Advisors
- Executives
- Team leaders.

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!

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