



Complaints Handling Workshop

30 January 2020

America Square Conference Centre, 1 America Square, London, EC3N 2LB

Agenda

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

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

- The role of Customer Support at ABTA
- What generates complaints?

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

10:30 **Optimising and managing your industry relationships**

- Industry relationships, both internal and external
- Working together to get the best results

Jill McElligott, Customer Relations Manager, **Newmarket Holidays**

10:50 **Tea and coffee break**

11:15 **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

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

11:40 **Customer communication – how words affect the customer journey**

A series of interactive presentations and practical exercises

- Top tips for written and verbal communication
- Most effective ways of saying “no” and “sorry” to customers
- Improving the overall customer experience during the complaints process
- How to use written communication to better manage difficult conversations and challenging customers

Hannah Patel, Director, **Red Lorry Yellow Lorry**

13:10 **Lunch break**

14:00 **How ABTA guides and assists you throughout the complaints journey**

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

Diana Missoni, Code of Conduct Manager, **ABTA**
Daryl Nurthen, Business Support Manager, **ABTA**

14:40 **Relationship between claims and customer service teams**

- Benefits of good complaints handling
- Peaks and pitfalls: what happens when things don't go so well
- Practical guidance for minimising escalations

Georgina Hunt, Legal Executive, Customer Support, **Kuoni**

15:10 **Tea and coffee break**

15:30 **Managing complaints with gifts and incentives**

- Benefits of offering gifts and incentives
- Types available
- Challenges when using incentives

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

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

Jill McElligott, Customer Relations Manager, **Newmarket Holidays**

16:00 **Summary and close**

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

16:15 **Event finish**

Complaints Handling Workshop

30 January 2020
America Square Conference Centre, 1 America Square, London, EC3N 2LB



About the event

ABTA's Complaints Handling Workshop 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.

Hear best practice for responding to complaints across a variety of channels and gain insight into **ABTA's Code of Conduct**. Benefit from group work, practical exercises, workshops and presentations. Take away your **complaints handling workbook** and share key learnings with colleagues.

Benefits of attending

- Gain the **skills and confidence** you need to effectively deal with complaints
- Take part in **interactive workshops** tailored for the travel industry
- Get top tips for dealing with **telephone and written complaints**
- **Bring your questions** to the experts and hear their experiences
- Understand how to use **gifts** 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	£235 plus VAT
Non-Member/Partner*	£355 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*

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email mturton@abta.co.uk

ABTA Conferences and Events

ABTA Conferences and Events delivers practical training for the travel industry. Our aim? To keep the industry up to date on the most important, business critical issues, with a key focus on practical learning outcomes.

ABTA is the UK's leading travel association with a membership of around 1,200 travel companies.

Our vision is to enable the British public to travel with confidence – supporting our Members as they build their businesses and acting as an emblem of quality and assurance for their customers.

Our level of brand recognition and trust among consumers is high. 76% of people feel more confident booking with an ABTA Member.

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.

Register now

You can book online and make payment by credit or debit card. UK VAT will be applied. ABTA Members can also request an invoice. Visit abta.co.uk/abtaevents to book.

You can view our terms and conditions on the event webpage at abta.com/eventstermsandconditions

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 email events@abta.co.uk for a bespoke discount.

Upcoming events

An Introduction to Social Media in Travel

13 February 2020, London

Claims Handling in Travel

25 February 2020, London

School Travel Seminar

10 March 2020, London