



# Complaints Handling Workshop

21 March 2019 • The Studio, The Hive, 51 Lever Street, Manchester, M1 1FN

## 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**

10:40 **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**

11:20 **Tea and coffee break**

11:40 **Handling complaints and prevention methods**

- On the Beach's approach to dealing with complaints
- Pre-departure and in-resort prevention methods
- Using data from complaints to improve processes

**Margaret Lees**, Head of Operations, **On the Beach**

12:05 **Customer communication – how words affect the customer journey**

- Top tips for written and verbal communication
- Most effective ways of saying no and sorry to customers

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

12:45 **Lunch**

13:45 **Customer communication – how words affect the customer journey (continued)**

- 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**

15:30 **Tea and coffee break**

15:50 **An introduction to Alternative Dispute Resolution**

- The importance of ADR
- The benefits of ADR
- How do you respond to a request for arbitration?
- What evidence do you need to provide?
- Introduction to conciliation

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

16:15 **Close of seminar**

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## 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.

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

Hear best practice for responding to complaints across a variety of channels. Gain insight into ABTA's Code of Conduct and the Alternative Dispute Resolution (ADR) service available to you. Benefit from group work, practical exercises, workshops and presentations. Take away your **complaints handling workbook** and share key learnings with colleagues.

## Benefits of attending

- Build confidence in your complaint handling skills and hear **real life examples**
- Discover the most **effective communication methods** for handling complaints
- Take part in **interactive workshops** tailored for the travel industry
- **Test and perfect your skills** during a number of practical activities focusing on the customer journey
- Bring your **questions for the experts** and hear their experiences
- **Network** with industry colleagues who are experiencing the same issues as you

## Prices

ABTA Member/Partner	<b>£229 plus VAT</b>
Non-Member/Partner*	<b>£349 plus VAT</b>

*\*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](http://abta.com/join)*

## 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 pay by credit card or request an invoice. Visit [abta.com/events](http://abta.com/events) to book.

You can view our terms and conditions on the event webpage at [abta.com/eventstermsandconditions](http://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](mailto:events@abta.co.uk) for a bespoke discount.**

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

## Upcoming events

### Selling Holidays under the 2018 Package Travel Regulations

25 April 2019, Manchester

### Social Media in Travel

30 April 2019, London

### Delivering Customer Service Excellence

15 May 2019, London