

Complaints Handling Training for Travel

30 September 2024

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 information team at ABTA
- What generates complaints?

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

10:40 **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

Michael Wallis, Customer Success Manager, **Discover the World**

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, Code of Conduct Manager, **ABTA**

12:00 **Tea and coffee break**

12:30 **An introduction to Alternative Dispute Resolution (ADR)**

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

Sarah Buckley, Customer Information Manager, **ABTA**

12:50 **Networking Lunch**

13:50 **Handling reviews**

- Handling positive and negative online reviews
- Top tips of what your business should consider when dealing with online reviews
- Lessons learned

Sarah Reed, Customer Resolution Manager, **Iglu**

14:10 **Workshop: complaint handling techniques – phone calls**

- Conflict resolution training
- Understanding and applying your toolbox of skills

Kim Daplyn, Global Head of Guest Relations, **Swan Hellenic**

14:40 **Tea and coffee break**

15:10 **Workshop: complaint handling techniques – written complaints**

- Keywords and sentences
- Incorporating personalisation within written responses
- Social media
- Responding to Trustpilot reviews

Kim Daplyn, Global Head of Guest Relations, **Swan Hellenic**

15:40 **Summary and close**

Moderator: 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.



Complaints Handling Training for Travel

30 September 2024

ABTA, 30 Park Street, London, SE1 9EQ



About the event

Unhappy customers and negative reviews are the nightmare of any travel company. And with social media providing customers an open platform to call out bad experiences, the stakes for travel businesses are higher than ever.

An effective complaints handling process and a well-trained complaints handling team play a key role in preventing complaints from escalating. Indeed, a satisfactory complaints process that meets or exceeds complainants' expectations has the potential to turn unhappy customers into loyal brand advocates.

ABTA's 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 verbal, written and online 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.

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, written and online complaints**.
- **Bring your questions** to the experts.
- Hear how your **industry peers deal with their customer complaints** and discuss the common challenges you face.

Who should attend?

Travel professionals who are in customer facing roles. The training is designed to benefit both large and small companies and is ideal for all levels of seniority in the following teams and job roles:

- Customer services, customer care and customer relations teams
- Guest relations and guest experience teams
- Operations teams

Prices

ABTA members/Partners:*

- Early bird member rate – **£249 plus VAT**
- Standard member rate – **£279 plus VAT**

Non-members:

- Early bird non-member rate – **£389 plus VAT**
- Standard non-member rate – **£419 plus VAT**

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

Early bird rates will expire on 30 August.

** 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!