

PLEASE CALL TO LEARN HOW A COMPLAINT IS A GIFT PROGRAM CAN HELP YOU LEARN FROM COMPLAINTS AND RECOVER CUSTOMER LOYALTY TO MEET YOUR NEEDS



with Dr. Janelle Barlow www.acomplaintisagift.com
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I. THIRTEEN-MODULE ONLINE TRAINING PROGRAM FOR INDIVIDUALS BASED ON THE COMPLAINT IS A GIFT WORKBOOK.

II. TRAIN-THE-VIRTUAL FACILITATOR CERTIFICATION PROGRAMS FOR INDEPENDENT TRAINERS OR IN-HOUSE TRAINERS

1. List of specific learning objectives to guide participants
2. A Complete Guide Covering 101 Activities in the A Complaint Is a Gift Workbook (CIAG W)
3. Thirteen sets of Power Point decks with unique Getty Image graphics under license to Janelle Barlow
4. Multiple activities, some to be done by participants on their own or in groups
5. Links to online blended learning activities
6. Multiple group energizers and activities
7. Five- and ten-minute videos that supplement contents of this program
8. Advice for handling complaints
9. Advice and consulting when required
10. Available in both English and Spanish as of late 2022 or early 2023
11. Special invitation to join the A Complaint Is a Gift Facebook page, where exclusive information, interviews, and live streams will be offered

III. ONLINE BITE-SIZED LEARNING PROGRAM

Knowledge Behaviors offered as BITE-SIZED LEARNING videos. With a train-the-leader program, managers can facilitate these bite-sized learnings with their own teams. Among the 16 program, titles include:

1. Understanding and applying the Complaint Is a Gift Formula
2. Differentiating between emotional and rational components to complaints and responding appropriately
3. Describing the customer experience: how does it feel when they are poorly treated
4. Impact of intervening with speed
5. Using the right amount of empathy in complaint handling
6. Displaying fairness: why it is more important in certain situations than in others
7. Determining when to refuse a customer's request Knowing when to ask for help
8. Taking customers from Poor Responses to Wow Responses when they complain

IV. BUILDING A FRIENDLY-COMPLAINT CULTURE: DESIGN, COACHING, CONSULTING

- 1. DESIGN**
- 2. MEASURE**
- 3. ALIGN**
- 4. RESPOND & RECOVER.**
- 5. INTEGRATE**



V. VIRTUAL KEYNOTES OR BREAKOUT SESSIONS WITH JANELLE BARLOW.

Janelle's preference to accommodate her continuing time spent researching, writing, and program development is to deliver virtual programs. She can be tempted depending on your needs and the scope of your program to show up live. It won't hurt to ask, either about the type of program, and the location of the event.