

ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP

BUSINESS WRITING

Writing Responses to Complaints

Write clear, empathetic responses to complaints that address every issue and keep the relationship.

WHO IT'S FOR

Staff who respond to customer complaints and leaders who approve replies.

DURATION

3 hours, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Read a complaint for every issue, not just the loudest one
- Write responses that are empathetic, clear and complete
- Convey bad news and refusals with compassion
- Balance empathy with a firm, defensible position
- Handle abusive or unreasonable correspondence calmly
- Draft standard paragraphs for situations that recur

ABOUT THIS PROGRAM

Our complaint response writing training is built for the replies that are hardest to write: the angry email with five issues in it, the decision the customer will not like, the message that could end the relationship. Participants learn to understand the complainant's situation, address every point in a logical order, convey bad news with compassion and hold a firm position without sounding defensive. They draft real scenarios in the session, so confident, consistent responses follow.

Tailored to your organisation

We work with your complaints process, your commitments to customers and real, anonymised scenarios from your team, so the practice feels like the job.

Talk to us about this program

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Enquire online