

MANAGING CUSTOMER COMPLAINTS SEMINAR



ABTA Ltd

Venue: *Midland Hotel, 16 Peter St, Manchester M60 2DS*

Date: *29 March 2017*

09:30 Registration and coffee

09:50 Welcome and setting the scene

- The role of Customer Support at ABTA
- What generates complaints?
- Do you manage expectations?
- Best practice

Charles Fachiri, Senior Customer Support Manager, ABTA

10:20 Understanding your legal liability

- The law - Package Travel and Denied Boarding regulations
- In practice - breach of contract and compensation
- Keeping your terms and conditions within the law
- Real life examples and practical applications

Luke Golding, Commercial Department Head of Employment, **Travlaw LLP**

10:50 Managing your complaints through social media channels

- How does social media fit into customer service?
- Developing your social media strategy
- Managing complaints on review sites
- Hints and tips

Shelly Beresford, Senior Manager, Brand and Digital Communications, ABTA

11:20 Tea and coffee break

11:45 ABTA – tools and resources

- ABTA – your business support
- Know your guidance notes
- Managing health and safety risks

Daryl Nurthen, Business Support Manager, ABTA

12:05 ABTA's Code of Conduct in practice

- Your ABTA Code of Conduct
- How the complaints handling procedure works in practice
- Common breaches of the code and how to avoid them
- ABTA tools and resources

Daryl Nurthen, Business Support Manager, ABTA

12:30 Questions and discussion

12:40 Lunch

13:40 Deciphering arbitration

- Overview of the arbitration scheme
- Best processes and preparation
- How to deal with a complaint on a published award
- Personal injury conciliation

Charles Fachiri, Senior Customer Support Manager, ABTA

Marcus Rutherford, Arbitrator

14:30 A travel case study

- Manage complaints – use your evidence
- Effective complaints reporting
- Reacting to the evidence
- Managing your people and processes

Chris Flanagan, General Manager - Customer Service & Data Control, **Jet2.com & Jet2holidays**

15:00 Tea and coffee break

15:20 A group discussion

- Discuss in groups your current complaints handling strategy
- Discuss the ways you could improve your strategy
- Identify 5 key points for improvement

16:00 Summary and final questions

- Final thoughts to manage complaints

Charles Fachiri, Senior Customer Support Manager, ABTA

16:10 Close of seminar

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Managing Customer Complaints is ABTA's advanced level core-skills seminar.

This seminar is tailored for the travel industry and delivers practical advice and information to help you to improve your strategy for customer complaints management.

ABTA speakers and external experts will look at the whole complaints handling process including: ABTA's Code of Conduct; how to manage people and processes; the effective use of social media; using the evidence from your complaints and the arbitration process.

Benefits of attending

- Learn how to improve your complaints strategy, manage expectations and **tailor your processes**
- Top tips to manage complaints through **social media**
- Improve your understanding of **legal liability**
- Hear how the **Code of Conduct** works in practice, **common breaches of the Code** and how to avoid them
- The best processes and preparation for **arbitration**
- **Industry case studies** – hear how your industry peers manage their complaints
- Panel discussions and interactive sessions to enable **practical learning**

Who should attend?

The Seminar is aimed at those working in travel who are responsible for developing, influencing and implementing your complaints handling strategy, as well as those who oversee your business complaints handling procedures.

The event is ideal for team leaders and managers in customer care, customer relations and operations.

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