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| **ILM eWorkbook – Managing customer complaints: how to turn dissatisfied customers into ambassadors** |
| **CS 31** | Resolve customers’ complaints |
| The completion of the eWorkbook tasks outlined below provides evidence against the Assessment Criteria for the above unit. The centre is responsible for ensuring the standard of the answer provided by the learner is sufficient to meet the learning outcomes and assessment requirements. |
| **Assessment Criteria** | **Page** | **Description of Activity** |
| 1.1 Assess the suitability of a range of monitoring techniques for customers’ complaints | 22 | Task 4 Monitoring customer complaints |
| 1.2 Explain how to identify those complaints that should prompt a review of the service offer and service delivery | 25 | Task 5 Dealing with complaints |
| 1.3 Explain negotiating techniques used to resolve customers’ complaints | 33 | Task 6 Negotiating and managing conflict |
| 1.4 Explain conflict management techniques used in dealing with upset customers | 33 | Task 6 Negotiating and managing conflict |
| 1.5 Explain organisational procedures for dealing with customer complaints | 25 | Task 5 Dealing with complaints |
| 1.6 Explain when to escalate customers’ complaints | 25 | Task 5 Dealing with complaints |
| 1.7 Explain the cost and regulatory implications of admitting liability on the basis of a customer complaint | 17 | Task 3 Admitting liability |
| 1.8 Explain the advantages and limitations of offering compensation or replacement products and/or services | 16 | Task 2 Complaint redress |
| 2.1 Confirm the nature, cause and implications of customers’ complaints | 37 | Task 7 Transforming a dissatisfied customer |
| 2.2 Take personal responsibility for dealing with complaints  | 37 | Task 7 Transforming a dissatisfied customer |
| 2.3 Communicate in a way that recognises customers’ problems and understands their points of view | 37 | Task 7 Transforming a dissatisfied customer |
| 2.4 Explain the advantages and limitations of different complaint response options to customers | 14 | Task 1 Responding to customer complaints |
| 2.5 Explain the advantages and limitations of different complaint response options to the organisation | 14 | Task 1 Responding to customer complaints |
| 2.6 Keep customers informed of progress | 37 | Task 7 Transforming a dissatisfied customer |
| 2.7 Agree solutions with customers that address the complaint and which are within the limits of their own | 37 | Task 7 Transforming a dissatisfied customer |
| 2.8 Record the outcome of the handling of complaints for future reference | 37 | Task 7 Transforming a dissatisfied customer |
| 2.9 Adhere to organisational policies and procedures, legal and ethical requirements when dealing with customers’ complaints  | 37 | Task 7 Transforming a dissatisfied customer |