

OR News - Thursday, April 30, 2015
Handling Customer Complaints



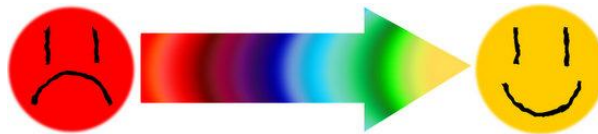
News

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Handling Customer Complaints
and Providing Great Customer Service

Providing great customer service is very important, so much so that one of ALTA's Best Practices is entirely devoted to the topic. A big part of customer service is **how you handle customer complaints**. At some point, each of us will have to deal with an upset customer and how you manage the customer and their complaint not only demonstrates your value to the customer but is an excellent opportunity to strengthen your relationship with them.

Please join us for a [webinar](#) where we'll take a look at companies known for their quality service and what they do to maintain their status; learn how to know if (perceived) poor customer service is impacting your agency; and, review the ALTA Best Practice pertaining to handling customer complaints. We will also do an overview of the sample procedure form and tracking sheet available on [StarsLink](#).

Thursday, May 14th
11 - Noon, EDT

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