



SOCAP Professional Development Training Calendar July – Dec 2019

Become the expert in your organisation for complaints handling, dispute resolution and customer services to provide fair and effective outcomes. Explore our professional development and member events calendar for specialised training, workshops, webinars and networking events across Rising Star, Intermediate and Advanced programming options. All SOCAP training programs can be credited as CPD for SOCAP Complaints Professional Certification, with CPD points shown on each program listing.

CAN'T MAKE THE DATES? NO PROBLEM – WE CAN COME TO YOU
Our training courses and workshops are available to be conducted in-house, on your site, at a date that is convenient for your entire team. Ask us for a tailored proposal for your team's training. Call 02 8095 6426, email socap@socap.org.au or visit socap.org.au to view the full training calendar and to book

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Programs marked with the symbol below indicate the course is worth professional development credit points towards SOCAP Australia Complaint Professional Certification.

Training at a glance

Which workshop is right for me?

WHO SHOULD ATTEND

RISING STAR

This program is designed for Rising Star participants and new entrants in customer experience, consumer care and complaints management roles. Participants with Intermediate customer care and complaints management skills are also advised to attend to refresh skills sets with updated learning techniques.

INTERMEDIATE

This program is designed for Intermediate participants who have general experience in customer experience, consumer care and complaints management roles, who have been working in the industry for more than 12 months and are looking to extend their professional skills and responsibilities. Participants with Rising Star skills are also advised to attend to extend their professional skills and responsibilities.

ADVANCED

This program is designed for Advanced participants who have senior experience in customer experience, consumer care and complaints management roles, who are looking to transform their organisation with new thinking and strategic approaches to consumer management. Participants with Intermediate skills are also advised to attend to extend their professional skills and responsibilities.

OUR PROGRAM THEMES

Customer Service Excellence

Customer service and complaints management best practice .

Consumer Behaviour and Wellbeing

Managing customer behaviours, social pressures and team self-care.

Business Transformation

Strategic change and organisation performance.

Customer Service Excellence	Adelaide	Brisbane	Melbourne	Perth	Sydney	Nz	Canberra	Duration
Assisting Customer in Vulnerable Circumstances			Online workshop					1.5hrs
Written Communication for Complaint Handling	EOI	18 July	EOI	EOI	EOI	EOI	EOI	1 Day
Customer Service and Complaint Management 101	10 Oct	17 Oct	21 Oct	3 Oct	28 Oct	EOI	EOI	1 Day
Negotiation and Dispute Resolution	31 Oct	26 Nov	11 Dec	24 Oct	10 Dec	EOI	EOI	1 Day
Other programs available in this category								
<ul style="list-style-type: none"> Mastering the Art of Difficult Conversations Increasing your Customer Service Experience through Effective Telephone Service Delivery Strategic Communication for Results Minimising your Resolution Time through Effective Investigation Techniques 								

Consumer Behaviour and Wellbeing	Adelaide	Brisbane	Melbourne	Perth	Sydney	NZ	Canberra	Duration
Responding to the Agitated Caller	EOI	EOI	16 July	EOI	11 July	EOI	EOI	.5 day
Managing Unreasonable Complainant Conduct	EOI	EOI	EOI	EOI	EOI	EOI	EOI	1 day
Maximising your Resilience in the Workplace and Beyond	7 Nov	11 Sept	3 Sept	26 Sept	24 July	EOI	EOI	1 day
Domestic Violence Awareness	10 Dec	11 Dec	27 Nov	5 Dec	28 Nov	EOI	EOI	.5 day
Ethics for Complaint Professionals			Online workshop					1.5 hrs
Other programs available in this category								
<ul style="list-style-type: none"> Mental Health Awareness for Complaint Handlers From Rage to Reason Accidental Counsellor for Complaint Handlers Raising your Emotional Intelligence for Customer Care and Complaints Handling 								

Business Transformation	Adelaide	Brisbane	Melbourne	Perth	Sydney	NZ	Canberra	Duration
Adopting a Customer-Driven Framework Masterclass	EOI	EOI	18 Sept	EOI	17 Sept	EOI	EOI	1 Day
Strategic Complaints Improvement Masterclass	EOI	EOI	3 Oct	EOI	2 Oct	EOI	EOI	1 Day
Handling Social Media Complaints and Crisis / Reputation Management	EOI	EOI	7 Nov	EOI	17 Oct	EOI	EOI	1 Day
Stepping up – Team Leader Management Strategies	19 Nov	12 Nov	31 Oct	7 Nov	13 Nov	EOI	EOI	1 Day
Other programs available in this category								
<ul style="list-style-type: none"> Effective Complaint Management Systems Teamship – Leading for a New Age A Fair Service for All – Managing Customer Diversity Root Cause Analysis Getting Customers to Satisfaction and Brand Advocate 								

SOCAP Webinar Series	Date	Duration
Handling Social Media Complaints and Crisis/Reputation Management	30 July 2019, 12pm-1pm AEST	1 Hr
Open Data, Data Analytics and Reporting	1 October 2019, 12pm-1pm AEST	1 Hr
Chatbots / Messenger Marketing	3 December 2019, 12pm-1pm AEDT	1 Hr

Member Networking Events	Adelaide	Brisbane	Melbourne	Perth	Sydney	NZ	Duration
Community of Practice <i>Free for Members</i>	16 July	16 July	16 July	16 July	16 July	–	2 hrs
29th Annual SOCAP Australia International Symposium						19-21 Aug	3 days
Symposium Take Out <i>Free for Members</i>	11 Sept	12 Sept	10 Sept	10 Sept	10 Sept		2 hrs
SOCAP Leadership Breakfast	15 Oct	9 Oct	16 Oct	14 Oct	10 Oct		2hrs
End of Year Social Network <i>Free for Members</i>	3 Dec	4 Dec	5 Dec	2 Dec	10 Dec		2 hrs

UNDERSTANDING VALUING CONSUMER INSIGHTS RELATIONSHIPS

socap
the network for consumer professionals | australia



29TH ANNUAL SOCAP AUSTRALIA
**INTERNATIONAL
SYMPOSIUM**
MON 19 – WED 21 AUGUST 2019
THE STAR, SYDNEY

**NOW
ON SALE**

BOOKINGS ONLINE WWW.SOCAP.ORG.AU
EMAIL SOCAP@SOCAP.ORG.AU
CALL 02 8095 6426

CUSTOMER SERVICE EXCELLENCE

Customer Service and Complaint Management 101



PERTH: Thursday, 3 October

ADELAIDE: Thursday, 10 October

BRISBANE: Thursday, 17 October

MELBOURNE: Monday, 21 October

SYDNEY: Monday, 28 October

THEME

Customer Service Excellence

PRICE

MEMBERS (three or more SOCAP members from one company) \$859 per person.

MEMBERS \$899 per person

NON-MEMBER \$990 per person

*includes online course, Ethics for Complaint Handlers

BOOK NOW

CONTENT

This workshop is for all new entrants in consumer affairs and complaints handling providing a comprehensive study into the customer care and complaints management profession equipping all new starters with the information and skills they need to commence their careers.

In a globalised economy your competitors are only too willing to take your dissatisfied patrons off your hands, and it takes a lot more money to replace a customer than it does to keep one. This program has two distinct aims. Firstly to provide the skills that allows for hassle-free seamless service that exceeds customer expectations to be provided, and secondly to equip participants with appropriate skills and techniques to manage complaints in a productive and proactive manner. The irony is that complaints really can be a gift – it is one of the few times customers bother to give us feedback. Managed well they can generate customer loyalty and help drive change and innovation.

LEARNING OUTCOMES

Session One – Seamless Service

- Examine the skills required to be effective in a service role
- Identify areas for personal improvement and compile a practical action plan
- Outline the 5 phase service model.
- Use key skills and specific techniques to progress a client seamlessly through each phase
- Quickly build and maintain rapport to ensure messages are transmitted accurately
- Accurately uncover customer needs
- Identify practical and satisfactory solutions that meet customer needs
- Profile and respond to different personality types

Session Two – Managing Complaints

- Identify the top 7 reasons that cause customer dissatisfaction
- Recognise the early signals of dissatisfaction
- Avoid emotional hooks that provoke and enrage
- Use specific techniques to mitigate emotional responses
- Effectively deliver bad news
- Negotiate for productive win-win outcomes

WHO SHOULD ATTEND

RISING STAR

This program is designed for Rising Star participants and new entrants in customer experience, consumer care and complaints management roles. Participants with Intermediate customer care and complaints management skills are also advised to attend to refresh skills sets with updated learning techniques.



Ethics for Complaint Professionals

The program is delivered online for convenience and accessibility and is structured as three modules of learning.

THEME

Consumer Behaviour and Wellbeing

PRICE

MEMBERS \$355 per person

NON-MEMBERS \$550 per person

BOOK NOW

CONTENT

The program is delivered online for convenience and accessibility and is structured as three modules of learning.

Module one focuses on ethics and decision making including the concept of ethics, exploring the similarities and differences between ethics and the law, compliance and morals. Subject matter also includes the importance of values and principles in orienting decision making and the impediments to good decision making.

Module two highlights the connection between ethics and professional practice and the benefits of ethical conduct in business (and the risks of unethical conduct). You will also learn how an organisation's values and principles guide ethical business behaviour.

In module three the different ways in which your personal interest can conflict with the interests of your organisation will be featured along with reporting and managing ethical issues and disclosing and managing conflicts of interest.



Assisting Customers in Vulnerable Circumstances

Online Module – 90 minute self-paced learning

THEME

Customer Service Excellence

PRICE

SOCAP MEMBERS (0-200 PEOPLE):

\$120 per person

NON MEMBERS:

\$160 per person (200+: Call the SOCAP office on (02) 8095 6426 for more information)

BOOK NOW

CONTENT

To ensure your relationship with your customer is a collaborative one, understanding the specialist needs of people in vulnerable circumstances is integral in providing appropriate and responsible products and services for a lasting and productive relationship with your consumers.

As well, awareness of vulnerability and having key skills in service provision for those who may be experiencing periods of vulnerability will also assist in ensuring compliance on corporate social responsibility and more actively manage risk.

EMPOWER YOUR TEAM

- More confidence in identifying and responding to customers in vulnerable circumstances
- More confidence to identify customer needs
- Fewer calls escalated from first point of contact
- Support business performance by understanding the need to assist customers in vulnerable circumstances
- Fewer calls terminated by the employee and customer
- Higher performance in adopting a collaborative approach
- Understanding vulnerability in a way that is simple (but not simplistic), empathic and non-judgemental

LEARNING MODULES

- Designed for customer facing staff
- Helps them understand and empathise with the issues
- Assists in identifying behaviours
- Provides users with practical tools
- Lifelong grasp of the issue to bring into work and home life

WHO SHOULD ATTEND

RISING STAR

This program is designed for Rising Star participants and new entrants in customer experience, consumer care and complaints management roles. Participants with Intermediate customer care and complaints management skills are also advised to attend to refresh skills sets with updated learning techniques.



Responding to the Agitated Caller

SYDNEY Thursday, 11 July

THEME

Consumer Behaviour and Wellbeing

PRICE

MEMBERS (3 or more SOCAP members from one company) \$627

MEMBERS \$697

NON-MEMBERS \$808

BOOK NOW

CONTENT

Callers may present as agitated for one of a number of reasons, including anger, mental illness, suicidal ideation or crisis unrelated to your business.

Responding to an agitated caller will explore reasons that may have led to this distressed state, roadblocks to communication and the skills required to respond in a way that is respectful, appropriate and empowering.

Participants will be provided with Lifeline Harbour to Hawkesbury's unique "5 E's Framework for difficult conversations" and Boundaries (of the role, organisational and personal) are a strong theme that run throughout the course.

Specific conversational micro skills are covered and participants will learn how to respond to the caller that threatens violence, self-harm or suicide. Debriefing, Self-Care and accessing EAP are important modules also covered in this training.

LEARNING OUTCOMES

- What do we worry about when we respond
- Communication Roadblocks
- Recognising signs of distress/anger/mental illness
- Response skills (framework for difficult conversations and conversational micro skills)
- Difficulty listening
- Cycle of Conflict
- De-escalating anger
- Containing calls

- Checking Safety (organisational policy)
- Why it is difficult for each party to end a call
- Irrational beliefs held by complaint handlers/professionals
- Boundaries (of the role/policy/personal)
- Debriefing techniques
- Self-Care

WHO SHOULD ATTEND

This program is relevant for all training tiers, Rising Star, Intermediate, and Advanced

RISING STAR

This program is designed for Rising Star participants and new entrants in customer experience, consumer care and complaints management roles. Participants with Intermediate customer care and complaints management skills are also advised to attend to refresh skills sets with updated learning techniques.

INTERMEDIATE

This program is designed for Intermediate participants who have general experience in customer experience, consumer care and complaints management roles, who have been working in the industry for more than 12 months and are looking to extend their professional skills and responsibilities. Participants with Rising Star skills are also advised to attend to extend their professional skills and responsibilities.

ADVANCED

This program is designed for Advanced participants who have senior experience in customer experience, consumer care and complaints management roles, who are looking to transform their organisation with new thinking and strategic approaches to consumer management. Participants with Intermediate skills are also advised to attend to extend their professional skills and responsibilities.



Written Communication for Complaint Handling

BRISBANE Thursday, 18 July

THEME

Customer Service Excellence

PRICE

MEMBERS (3 or more SOCAP members from one company) \$627

MEMBERS \$697

NON-MEMBERS \$808

BOOK NOW

CONTENT

Highly effective written responses to complaints received by letter and email will reduce complaint escalation and ultimately cut the cost of complaints. Thoughtfully crafted communications can potentially turn negative experiences into positive experiences and help to retain the customer and enhance the brand. Poor communications can erode customer confidence in your organisation which is why good written communication is a critical part of complaint handling. This workshop program examines the theory and practice of effective written communications in complaint handling. Written communications can be effective and helpful, or they can obscure meaning and antagonise. They can encourage dialogue and resolution or promote ongoing hostility and even litigation. They can speed up complaint handling or lead to protracted and unproductive paper wars.

LEARNING OUTCOMES

- Principles of effective written communication
- Learn the how and when to write
- Defining the letter: its purpose and message
- Understanding the audience, the recipient and using appropriate language

- Structuring the content of the letter
- Writing etiquette: personalisation vs. precedent letters and scripts
- Communicating bad news
- Explaining complex matters
- Reframing negative communications
- Writing an apology
- Common problems with written correspondence in complaint handling

WHO SHOULD ATTEND

INTERMEDIATE

This program is designed for Intermediate participants who have general experience in customer experience, consumer care and complaints management roles, who have been working in the industry for more than 12 months and are looking to extend their professional skills and responsibilities.

Participants with Rising Star skills are also advised to attend to extend their professional skills and responsibilities.



Managing Unreasonable Complainant Conduct

All states register your expression of interest

THEME

Consumer Behaviour and Wellbeing

PRICE

MEMBERS (3 or more SOCAP members from one company) \$627

MEMBERS \$697

NON-MEMBERS \$808

BOOK NOW

CONTENT

Unreasonable conduct by complainants (UCC) can take up an inordinate amount of an organisation's time and money.

Additionally, if situations escalate this can lead to increased absenteeism, staff attrition, and counselling or related medical expenses. This, along with the increased incidence of extreme customer behaviours, means that it is critical for those who work in complaints to know how to manage UCC. SOCAP Australia and the NSW Ombudsman deliver this practical, one-day workshop tailored for both the public and the private sector.

During this one-day intensive workshop you will learn:

- What is unreasonable complainant conduct (UCC)
- 10 common mistakes complaint handlers make
- Preventative and reactive skills and strategies to effectively and confidently deal with UCC
- How to deliver equity and fairness, efficiency along with providing a safe and healthy work environment for staff
- Verbal communication strategies to assist staff to deal with potentially aggressive situations.

LEARNING OUTCOMES

By completing this workshop, participants will be able to:

- Explain the reasons why it is important to effectively manage UCC
- Appropriately categorise examples of UCC
- Identify the most appropriate management principles to apply to UCC
- Give examples of a range of strategies available to manage UCC
- Outline strategies for responding to the anti-social use of social media and the internet
- Implement key strategies for preventing UCC
- Demonstrate familiarity with the purpose and contents of the Model Policy for managing UCC
- Apply various strategies designed to reduce and/or resolve conflict.

WHO SHOULD ATTEND

Advanced This program is designed for Advanced participants who have senior experience in customer experience, consumer care and complaints management roles, who are looking to transform their organisation with new thinking and strategic approaches to consumer management. Participants with Intermediate skills are also advised to attend to extend their professional skills and responsibilities.



Maximising your Resilience in the Workplace and Beyond



SYDNEY: Wednesday, 24 July

MELBOURNE: Tuesday, 3 September

BRISBANE: Wednesday, 11 September

PERTH: Thursday, 26 September

ADELAIDE: Thursday, 7 November

THEME

Consumer Behaviour and Wellbeing

PRICE

MEMBERS (3 or more SOCAP members from one company) \$627

MEMBERS \$697

NON-MEMBERS \$808

BOOK NOW

CONTENT

The work of complaint handling and dispute resolution can involve a high degree of emotional wear and tear. The ability to build and maintain resilience is critical, with lack of bounce or rebound taking a toll on personal wellbeing resulting in diminished energy and enthusiasm for both work and personal life.

Recent advances in neuroscience and interpersonal neurobiology have given a far deeper understanding of the way interpersonally challenging work impacts our brain and the strategies we can use to best protect ourselves.

Key indicators that resilience is lacking in yourself or your team can be poor team morale or a dysfunctional team, decreased productivity, professional burnout, increased sick leave and absenteeism, or in a worst case scenario, increases in work related stress claims.

While individuals are responsible for their own health and wellbeing, a work environment where customer calls often escalate, or are just plain argumentative, can erode an individual's ability to manage this independently and it therefore becomes a work, health and safety imperative

LEARNING OUTCOMES:

- Increased understanding of personal and professional resilience including a comprehensive framework for understanding resilience and applying strategies that build and maintain resilience
- Increased understanding of the relationship between stress, challenge, emotional intelligence and resilience
- Increased understanding of relevant human brain function and behaviour
- Enhanced self care strategies to prevent resilience reduction, rebuild and maintain resilience including body and mindfulness based techniques
- Improved specific workplace strategies including preparing for the day, team self-care to enhance team resilience
- Enhanced individual skill based strategies focussing on cognitive strategies including mindset, perspective taking and attentional strategies
- Increased understanding of when and how to seek help

WHO SHOULD ATTEND

This program is relevant for all training tiers, **Rising Star**, **Intermediate**, and **Advanced**.



Adopting a Customer-Driven Framework Masterclass

SYDNEY: Tuesday, 17 September

MELBOURNE: Wednesday, 18 September

THEME

Business Transformation

PRICE

MEMBERS \$800 per person

MEMBERS (3 or more SOCAP members from one company) \$725 per person

NON MEMBERS \$950 per person

BOOK NOW

CONTENT

One of the best sources of insight for innovation and business improvement often comes free-of-charge from your customers in the form of questions, suggestions, and complaints! However, most organisations tend to treat customer feedback as an inconvenience and seldom manage to unlock the true value it can bring. The challenge is how to turn these insights into concrete and profitable improvements in customer experience.

Now, more than ever, organisations must build a customer-driven enterprise that can remove barriers to business, seek out and fix the problems that customers experience, excel at service delivery and outperform their competition.

This one-day masterclass draws from more than 25 years experience working with major public and private sector organisations in the UK, Europe, and Australasia, helping them turn their customer experience vision into a customer experience reality. It presents a series of frameworks, blueprints and guides to help you achieve these goals too.

LEARNING OUTCOMES

- Service management challenges facing business and the public sector today
- Business case for investing in service excellence
- How to establish your customer experience baseline
- How to create a strategic enterprise-wide framework for customer-driven value creation
- How to use complaints data as a driver for change
- How to conduct actionable ongoing measurement of customer experiences
- How to plan your first steps and set priorities

The masterclass provides you with insights, practical frameworks and guides to help you turn your customer experience vision into a profitable and cost-effective customer experience reality

WHO SHOULD ATTEND

ADVANCED

This program is designed for Advanced participants who have senior experience in customer experience, consumer care and complaints management roles, who are looking to transform their organisation with new thinking and strategic approaches to consumer management. Participants with Intermediate skills are also advised to attend to extend their professional skills and responsibilities.



Strategic Complaints Improvement Masterclass

SYDNEY: Wednesday, 2 October

MELBOURNE: Thursday, 3 October

THEME

Business Transformation

PRICE

Members \$800 per person

Members (3 or more SOCAP members from one company) \$725 per person

Non members \$950 per person

BOOK NOW

CONTENT

Successful organisations providing a world-class customer experience understand the value of learning from customer feedback and complaints, and compliance to best practice benchmarks and standards.

This comprehensive consultative masterclass provides the knowledge and tools needed to transform your organisation's culture and practices in complaints management to meet the AS/NZS 10002:2014 International Standard, helping you to achieve best practice in customer experience and service delivery.

This masterclass can also be tailored for an inhouse presentation, allowing customer service teams, managers and leaders across an organisation to analyse their complaints performance in depth.

LEARNING OUTCOMES

- The strategic value of complaints to an organisation
- The 9 steps in a best practice complaints management process
- Using the AS/NZS 10002:2014 Standard to improve business performance
- Complaints roles and responsibilities – from the CEO to front line staff
- How complainant behaviour impacts on people and processes



- Why your complaints response affects customer satisfaction
- Successful techniques for introducing organisational change
- Masterclass format

This masterclass combines presentation material, interactive group exercises and consultative discussions throughout the day to ensure attendees walk away ready to transform their complaints performance applicable to their own situation.

Attendees will gain a working knowledge of skills needed to bring their own organisation's complaints management up to the world-class benchmark of the AS/NZS 10002:2014 International Standard. Masterclass takeaways
By the end of this masterclass, attendees should expect to be able to:

- Apply AS/NZS 10002:2014 to improve their organisation's complaints processes and customer experience
- Explain the key features of the AS/NZS 10002:2014 International Standard for Complaints
- Describe the benefits of a positive culture towards complaints for their organisations
- Identify the reasons why dissatisfied customers do or don't choose to complain
- Apply insights gained from customer complaints to identify improvement projects and avoid systemic issues and causes of complaints

WHO SHOULD ATTEND

ADVANCED

This program is designed for Advanced participants who have senior experience in customer experience, consumer care and complaints management roles, who are looking to transform their organisation with new thinking and strategic approaches to consumer management. Participants with Intermediate skills are also advised to attend to extend their professional skills and responsibilities.

Handling Social Media Complaints and Crisis/Reputation Management

SYDNEY: Thursday, 17 October

MELBOURNE: Thursday, 7 November

THEME

Business Transformation

PRICE

MEMBERS (3 or more SOCAP members from one company) \$627

MEMBERS \$697

NON-MEMBERS \$808

CONTENT

This workshop expands on theories learnt in the Handling Social Media Complaints and Crisis/Reputation Management webinar.

Is your business active on social media? Have you ever had a negative comment? Do you have a plan in place to handle customer complaints or negative feedback which may come in via social media? Having a clear customer service and complaint management system for your social media is essential in today's increasingly online world. Establishing methods to be aware of, and responding quickly and appropriately to negative social comments can help you increase customer loyalty and retention.

LEARNING OUTCOMES

- How to identify who you are even talking to which can help you hone your tone and response
- What is a social media crisis anyway? How to make the distinction from simple complaint to escalating crisis
- How a PPRR approach can help you Prepare, Prevent, Respond and Recover from any social media crisis
- Catalysts for crisis and identifying them for your organisation
- Why a great response starts with great listening – discover tools you can implement to listen to social media conversations

- How to build your 'social media command centre' whether modest and digital or large and an actual dedicated location on or off premises
- The importance of defining roles & responsibilities
- Key steps for managing complaints or an escalating crisis
- Response guidelines – how to respond in a timely, accurate and appropriate manner and the importance of having an 'escalation plan'
- Response tricks you may not have thought of – utilising your website in a crisis, live chat, influencers, Facebook Assistant, FAQs and more
- Recovery – what you need to do in the aftermath of a crisis
- Emerging trends in crisis management to be aware of

WHO SHOULD ATTEND INTERMEDIATE

This program is designed for Intermediate participants who have general experience in customer experience, consumer care and complaints management roles, who have been working in the industry for more than 12 months and are looking to extend their professional skills and responsibilities. Participants with Rising Star skills are also advised to attend to extend their professional skills and responsibilities.

ADVANCED

This program is designed for Advanced participants who have senior experience in customer experience, consumer care and complaints management roles, who are looking to transform their organisation with new thinking and strategic approaches to consumer management. Participants with Intermediate skills are also advised to attend to extend their professional skills and responsibilities.



Negotiation and Dispute Resolution for Entrenched Complaints

PERTH: Thursday, 24 October

ADELAIDE: Thursday, 31 October

BRISBANE: Thursday, 5 November

MELBOURNE: Thursday, 21 November

SYDNEY: Tuesday, 10 December

THEME

Customer Service Excellence

PRICE

MEMBERS (3 or more SOCAP members from one company) \$627

MEMBERS \$697

NON-MEMBERS \$808

BOOK NOW

CONTENT

This workshop combines elements of both effective dispute resolution skills for entrenched complaints and negotiation skills training, to enable you to learn in just one day how to resolve disputes and achieve lasting win/win outcomes for both the customer/consumer and your organisation. The session is 100% interactive and attendees learn new concepts by actively participating in role plays, by practicing skills in small groups and through debriefing together.

LEARNING OUTCOMES

- Learn a structured dispute resolution win/win process for resolving entrenched complaints,
- Acquire tools to effectively negotiate in the complaints environment,
- Cultivate communication skills to improve customer relationships and help you deal with even the most challenging conflict situations,
- Improve your personal approach to conflict and understand why you respond in certain ways, and
- Learn to effectively and quickly resolve customer complaints by focusing on what is at the heart of the issue.

WHO SHOULD ATTEND ADVANCED

This program is designed for Advanced participants who have senior experience in customer experience, consumer care and complaints management roles, who are looking to transform their organisation with new thinking and strategic approaches to consumer management. Participants with Intermediate skills are also advised to attend to extend their professional skills and responsibilities.



Stepping Up – Team Leader Management Strategies

MELBOURNE: Thursday, 31 October

PERTH: Thursday, 7 November

BRISBANE: Tuesday, 12 November

SYDNEY: Wednesday, 13 November

ADELAIDE: Tuesday, 19 November

THEME

Business Transformation

PRICE

MEMBERS (3 or more SOCAP members from one company) \$627

MEMBERS \$697

NON-MEMBERS \$808

BOOK NOW

CONTENT

Leadership roles are very challenging as you have to manage and develop both individuals and the team. This course equips participants with key skills and techniques that will help them deal with the main challenges they are likely to face. Simple and practical models are illustrated and participants spend time practicing and fine tuning their techniques. The course is highly interactive and participants are encouraged to table real life challenges to discuss and workshop.

LEARNING OUTCOMES

- The difference between leadership and management
- Why employees underperform
- How to set clear performance expectations
- The four main performance challenges managers typically face
- How to give effective personal feedback
- Informal counselling – what it is, when to use it
- Techniques to build and maintain high work motivation
- Why and how managers must delegate
- What constitutes bullying and harassment
- How to deal with transgressions in these areas.
- The importance of teamwork and common barriers to overcome.
- Team development strategies

WHO SHOULD ATTEND

INTERMEDIATE

This program is designed for Intermediate participants who have general experience in customer experience, consumer care and complaints management roles, who have been working in the industry for more than 12 months and are looking to extend their professional skills and responsibilities. Participants with Rising Star skills are also advised to attend to extend their professional skills and responsibilities.



Domestic Violence Awareness

MELBOURNE: Wednesday, 27 November

SYDNEY: Thursday, 28 November

PERTH: Thursday, 5 December

ADELAIDE: Tuesday, 10 December

BRISBANE: Wednesday, 11 December

THEME

Consumer Behaviour and Wellbeing

PRICE

MEMBERS (3 or more SOCAP members from one company) \$627

MEMBERS \$697

NON-MEMBERS \$808

BOOK NOW

CONTENT

The prevalence of Domestic and Family Violence in our communities, and the resulting risks to both the safety and mental & financial wellbeing of those living with violence, impose on all professionals the need to deepen their understanding of Domestic and Family Violence and mitigate the risks associated with our response. Domestic Violence Awareness seeks to Raise Awareness, Reduce Stigma and thereby Increase Safety around the issue of Domestic and Family Violence and to encourage examination of policies surrounding response when clients or colleagues disclose that they are living with violence.”

TOPICS COVERED

- What is Domestic Violence?
- Community Attitudes and their impact
- Exploration of the behaviours that constitute DV /Categories of Violence
- Duluth Wheels based on Violent and Respectful Relationships

- The cycle of Violence
- Dilemmas in staying or leaving
- Engaging with someone experiencing DV – empowering, respectful approach, avoiding jeopardising safety
- Self-Care

WHO SHOULD ATTEND

This program is relevant for all training tiers, Rising Star, Intermediate, and Advanced

RISING STAR

This program is designed for Rising Star participants and new entrants in customer experience, consumer care and complaints management roles. Participants with Intermediate customer care and complaints management skills are also advised to attend to refresh skills sets with updated learning techniques.

INTERMEDIATE

This program is designed for Intermediate participants who have general experience in customer experience, consumer care and complaints management roles, who have been working in the industry for more than 12 months and are looking to extend their professional skills and responsibilities. Participants with Rising Star skills are also advised to attend to extend their professional skills and responsibilities.

ADVANCED

This program is designed for Advanced participants who have senior experience in customer experience, consumer care and complaints management roles, who are looking to transform their organisation with new thinking and strategic approaches to consumer management. Participants with Intermediate skills are also advised to attend to extend their professional skills and responsibilities.



Community of Practice

Brisbane	Melbourne	Perth	Sydney	Adelaide	NZ	Duration
16 July 11 Sept 3 Dec	16 July 12 Sept 4 Dec	16 July 10 Sept 5 Dec	16 July 10 Sept 2 Dec	16 July 10 Sept 10 Dec	TBC	2 hrs

FREE FOR SOCAP MEMBERS

BOOK NOW

Join us to share your experience and network with other SOCAP members in your state at an upcoming SOCAP Community of Practice. If you would like to be involved in a Community of Practice for your state, please get in touch with the SOCAP team by emailing socap@socap.org.au or by calling (02) 8095 6426.

LEARNING OUTCOMES

- ✓ Professional networking
- ✓ Industry case studies
- ✓ Share expertise
- ✓ Research
- ✓ Industry updates

WHO SHOULD ATTEND

This program is relevant for all training tiers Rising Star, Intermediate, and Advanced.

RISING STAR

This program is designed for Rising Star participants and new entrants in customer experience, consumer care and complaints management roles. Participants with Intermediate customer care and complaints management skills are also advised to attend to refresh skills sets with updated learning techniques.

INTERMEDIATE

This program is designed for Intermediate participants who have general experience in customer experience, consumer care and complaints management roles, who have been working in the industry for more than 12 months and are looking to extend their professional skills and responsibilities. Participants with Rising Star skills are also advised to attend to extend their professional skills and responsibilities.

ADVANCED

This program is designed for Advanced participants who have senior experience in customer experience, consumer care and complaints management roles, who are looking to transform their organisation with new thinking and strategic approaches to consumer management. Participants with Intermediate skills are also advised to attend to extend their professional skills and responsibilities.

SOCAP Webinar Series

MEMBERS: \$50

MEMBERS: (5 or more SOCAP members from one company): \$44

NON-MEMBERS: \$60

BOOK NOW

CONTENT

Handling Social Media Complaints and Crisis/ Reputation Management

Tuesday, 30 July 2019 – 12pm-1pm AEDT

60 minute webinar

Having a clear customer service and complaint management system for your social media is essential in today's increasingly online world. Establishing methods to be aware of, and responding quickly and appropriately to negative social comments can help you increase customer loyalty and retention

Open Data, Data Analytics and Reporting

Tuesday, 1 October 2019 – 12pm-1pm AEDT

60 minute webinar

Learn about open data, data analytics & reporting and how it can improve your businesses productivity and profitability!

Chatbots /Messenger Marketing

Tuesday, 3 December 2019 – 12pm-1pm AEDT

60 minute webinar

Chat bots. Messenger Marketing. Conversation Marketing. You've probably heard about them and wondered what they're all about and whether they are something else you should be spending valuable business time, money and energy on? The answer is yes.

WHO SHOULD ATTEND

INTERMEDIATE

This program is designed for Intermediate participants who have general experience in customer experience, consumer care and complaints management roles, who have been working in the industry for more than 12 months and are looking to extend their professional skills and responsibilities. Participants with Rising Star skills are also advised to attend to extend their professional skills and responsibilities.





FOR
FAIR
AND
EFFECTIVE
OUTCOMES

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CAN'T MAKE THE DATES? NO PROBLEM – WE CAN COME TO YOU

Our training courses and workshops are available to be conducted in-house, on your site, at a date that is convenient for your entire team. Ask us for a tailored proposal for your team's training.

Call 02 8095 6426, email socap@socap.org.au or visit socap.org.au to view the full training calendar and to book