Complaints, feedback & response mechanisms

Session outline

Beneficiary Communications Bootcamp / Colombo October 2013

Training aim

* Understand the importance of complaints & feedback mechanisms and how they are critical to programme delivery
* Understand how to set up and manage a complaints & feedback mechanism
* Gain an understanding of some of the channels for feedback mechanisms
* Practice how to plan for and set up a complaints & feedback mechanism

Training plan

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| **Time** | **Topic** | **Length** | **Format** | **Key points** |
| 14:00 | **Session aims and introductions** | 30 min | Presentation  Group introductions | * Sessions aims * Group introductions * Sharing of CRM experience |
| 14:30 | **Complaints and response mechanisms: the theory** | 15 min | Presentation | * Why listen to feedback and complaints? * The benefits * Top qualities of a good CRM |
| 14:45 | **The practical:**  **Setting up and managing complaints mechanisms** | 45 min | Presentation | * The steps – set up & management * Supporting tools * How to measure impact * Key points recap |
| 15:30 | **BREAK** | 15 min |  |  |
| 15:45 | **Channels for receiving feedback & complaints** | 30 min | Presentation | * Looking at some of the tools in more detail: * For each of these will look at: * Appropriate context * Advantages * Disadvantages |
| 16:15 | **Case study example** | 15 min | Presentation | In depth example of setting up a CRM phone line |
| 16:30 | **BREAK** | 10 min |  |  |
| 16:40 | **Scenario – setting up a CRM** | 45 min | Group exercise  Discussion | * Break into groups of 5 people * Read scenario * Work in groups to answer the questions about the scenario * Devise short presentation of CRM plan for the group |
| 17:25 | **Group presentations of CRM plans and discussion** | 30 min | Group presentation  Discussion | * Each group has 10 minutes to present back to the group and discuss |
| 17:55 – 18:00 | **Wrap up** | 5 min | Concluding comments | * Recap * Link to Simulation |

For more information

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