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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 presentationDiscussion | * 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

**Mandy George**

amandageorge@gmail.com

+447733067879