

# Update on CPA at Consumer Complaints Management conference

ASM Communications will host the Consumer Complaints Management conference to address key areas of concern in the Consumer Protection Act and provide participants with a road map for effective complaints management.



© tashatuvango - Fotolia.com

The ETDP SETA accredits the conference, scheduled for 25-26 September 2014 at the Michelangelo Hotel in Sandton.

Complaints management has been at the centre of business and customer satisfaction in recent years. Participants will sharpen their skills in handling their customers as far as satisfaction is concerned. Delegates will be updated on working strategies and methods of dealing with complaints innovatively.

Brand management and how this relates to complaints management will be discussed. Best practices in complaints management and key techniques in complaints monitoring and how these can prevent customer service failure will be visited. This event will expand on the underlying legal areas around complaints handling and dispute resolution.

This conference will also explain how participants can use social media to resolve complaints, product liability claims and tailor made solutions to suit individuals interested in improving their customer and complaints management skills.

## Speakers

- Aurobindo Ogra, Lecturer at University of Johannesburg
- Christelle Hicklin, Customer Experience Director at Mimecast
- Jerry Modiba, Senior legal advisor at National Consumer Commission (NCC)
- Linda Dubula, Customer relations area manager, Eskom
- Michael Hill, Managing Director at Complaintsrgreat Limited
- Naeem Rajah, Attorney at MN Rajah Attorneys

The cost of the conference is R7,499 (excluding VAT). For more information, call Florence Liboma on +27 (0)33 811 2288 or email [training16@asmcomm.co.za](mailto:training16@asmcomm.co.za).

For more, visit: <https://www.bizcommunity.com>