

# Effective Final Response Letters

FLA

21 October 2021



## Developing and Applying Investigation, Communication and Knowledge to nail Final Response Letters.

If you handle complaints or customer queries, or have oversight for these areas in a FCA regulated firm, this course will help you:

- Understand why you need the Final Response Letter to work for you and your customer.
- Know the key steps to take before writing the letter to make sure you understand your customer and their complaint.
- Avoid common mistakes when it comes to tone, length and content of the Final Response Letter.
- Have the best chance of resolving the complaint with the customer and reducing unnecessary referrals to the FOS due to poor communication.

### Course Fees:

Members Price: £199 + VAT

Non-Member Price : £299 + VAT

To book online click the link below

[Effective Final Response Letters](#)

## **Outline and objectives**

The FCA's complaint handling rules (DISP) exist to provide a framework of what should be done and when. They provide consistency and a minimum standard for firms to work to. But what they don't do is tell firms how best to approach and resolve complaints, nor do they talk about the common mistakes firms make that have a massive impact on both them and the customer.

This very practical course will help you to understand what makes for a successful Final Response Letter, by taking you back to the very basics of DISP rules, to building a picture of the consumer and the complaint, right up to being able to write in an effective and informed way. By avoiding the common pitfalls, you can regain the trust of your customer and be confident in your ability to get to the heart of the complaint.

## **Who will benefit?**

The course will be of value to those handling or overseeing complaints, and frontline and 'business as usual' customer queries and journeys, including Complaints, Customer Services, Customer Experience, Operations, Compliance, Legal and Quality Assurance professionals in FCA regulated organisations.

## **Training approach**

This informal workshop uses a combination of trainer input, knowledge sharing and talking through real-life situations. The group is kept to a maximum of 16 people to enable delegates to get the most out of the day.

# **Effective Final Response Letters**

**21 October 2021**

**10.00 - 13.30**

## **Introduction**

- Objective of training
- What you'd like to know by the end of the day

## **Why you need the Final Response to work for you**

- How it can save time, save client relationships, save referrals to the FOS and save the business money
- Why the business needs to make sure this document stands up as it's first representation to the FOS and their last chance to resolve matters satisfactorily for the consumer

## **Preparing the ground before writing a word**

- Taking a step back to really 'get to know their customer' and the complaint and how this helps to tailor the outcome and the redress
- Understanding the customer's mindset when a complaint has been made
- Mapping the complaints process and telephone usage to increase customer 'buy in'

## **The big picture – 'thinking outside the letter'**

- Getting the timing right – when is too slow or too fast?
- Writing clearly
- What's the best letter length and what should be included
- Tone and empathy
- Weighing up evidence
- Logic when there's a lack of evidence
- Looking at outcomes and the impact on the way the Final Response Letter is written

## **Getting down to writing**

- The impact of typos, grammar
- Maximising the Final Response

## **Letter's potential for being acceptable to a customer**

- Making the letter sound like the complaint handler

## **Exercise**

- Reviewing and critiquing their own Final Response Letters.

## **After the letter has gone**

- Top tips for dealing with customers who make repeat complaints

## **Q&A session**

- Opportunity to ask questions