

# Customer Complaint Management & Service Excellence

5 Days Training Program

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Customer Services  
Management

## INTRODUCTION

Managing customer complaints effectively is key to maintaining a positive reputation and ensuring customer loyalty. This program provides participants with the skills to handle complaints proficiently, turning challenges into opportunities for service enhancement and increased satisfaction. Participants will learn to view complaints as valuable feedback, systematically collect and analyze them, and implement effective resolutions. The program also focuses on developing emotional intelligence to manage difficult interactions and strategies to convert complaints into avenues for service improvement and customer loyalty. By enhancing the overall customer experience across all touchpoints, participants will be prepared to cultivate sustained loyalty and contribute to their organization's success.

## OBJECTIVES

- Explore the significance of customer complaints in enhancing operations and services.
- Develop skills to analyze complaints and implement effective corrective actions.
- Enhance emotional intelligence for managing challenging customer interactions.
- Learn strategies to convert complaints into opportunities for service improvement and increased loyalty.
- Improve overall customer experience and build long-term positive relationships.

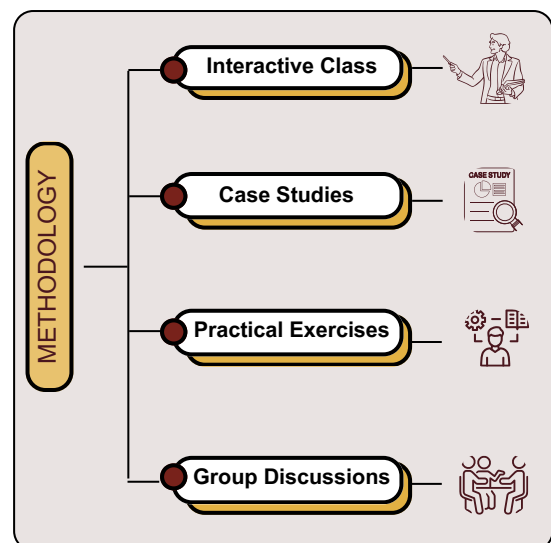
## TARGET AUDIENCES

- Customer Service Team.
- Frontline Staff.
- Customer Support Teams.
- Supervisors and Team Leaders.
- Managers in Customer Service.
- Quality Assurance Professionals.

## COURSE FEES

Kindly refer to the table below for our training fees, which vary based on the cities in which our courses are conducted

City	Fees (USD\$)
Kuala Lumpur	3,530
Amsterdam	5,380
Singapore	5,375
London	5,190
Doha	4,500
Dubai	4,600
Istanbul	4,437
Bangkok	3,250
Jakarta	3,250



Online

USD 1,885

## COURSE OUTLINES

**1st Day: Customer Complaints**

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- Definition and significance of customer complaints.
- Types of complaints: technical, behavioral, operational.
- Causes and impact of complaints on organizational reputation.
- The role of customer feedback in continuous improvement.
- Building a customer-centric culture.

**2nd Day: Analyzing Customer Complaints**

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- Tools and methods for collecting complaints.
- Techniques for analyzing complaint data.
- Identifying recurring patterns and trends.
- Root cause analysis methodologies.
- Implementing corrective and preventive measures.
- Monitoring the effectiveness of solutions.

**3rd Day: Emotional Intelligence in Customer Interactions**

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- Emotional intelligence and customer service.
- Active listening techniques.
- Professional handling of angry customers.
- Stress management for service providers.
- Building rapport with customers.
- Non-verbal communication cues.
- Conflict resolution strategies.

**4th Day: Transforming Complaints into Opportunities**

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- Positive approaches to complaint handling.
- Strategies for effective service recovery.
- Leveraging complaints for process improvement.
- Building positive customer relationships post-complaint.
- Encouraging customer feedback as a growth tool.
- Tracking and managing complaints.
- Impact of complaint resolution on customer loyalty.

**5th Day: Enhancing Customer Experience and Building Loyalty**

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- Customer experience (CX) and its importance.
- Strategies for retaining existing customers.
- Role of organizational culture in CX.
- Employee impact on customer satisfaction.
- Leadership's role in fostering a customer-focused environment.
- Utilizing technology to enhance CX.

## FACILITIES

**TRAINING MATERIALS:**

Training materials and note pad to facilitate note-taking will be provided.

**SCHEDULE:**

The course is scheduled from Monday to Friday, with daily sessions running either from 9:00 AM to 1:00 PM **or** from 1:00 PM to 5:00 PM.

**PAYMENT:**

Individuals or companies have the option to make payments via an online link or through bank transfer.

**CERTIFICATE:**

Certificate of completion will be issued to those who successfully complete the program.

**TRAVEL & TOURS:**

Participants will have airport-to-hotel transportation arranged for them, **or** they will be compensated for the airport-to-hotel transportation cost.



+603 2779 5013

+601 2997 4978

www.pitc.com.my

admin@pitc.com.my

1-23-5 Menara Bangkok  
Bank, Berjaya Central  
Park, Jalan Ampang  
50450 Kuala Lumpur