Complaint Handling and Service Recovery Techniques Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-competitive business environment, exceptional customer service is a key differentiator. The ability to handle complaints effectively and implement robust service recovery techniques can transform dissatisfied customers into loyal advocates. Complaint Handling and Service Recovery Techniques Training Course equips participants with actionable strategies, practical tools, and real-world case studies to enhance customer satisfaction, mitigate risk, and drive brand loyalty. Emphasis is placed on proactive problem-solving, emotional intelligence, and strategic communication to ensure every customer interaction becomes an opportunity for improvement and retention.

Organizations increasingly recognize that a structured complaint management system is not just a reactive measure but a proactive business strategy. Employees trained in complaint handling gain confidence in managing challenging situations, reducing escalations, and preserving the organization’s reputation. Through interactive sessions, role-plays, and scenario-based exercises, participants will develop advanced skills in conflict resolution, negotiation, and service recovery, ensuring measurable outcomes in customer satisfaction and loyalty metrics.

Programme Curriculum

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Course Duration

5 days

Course Objectives

By the end of this course, participants will be able to:

1. Master effective complaint management strategies for customer-centric organizations.
2. Develop proactive service recovery plans to reduce churn.
3. Enhance emotional intelligence in handling difficult customers.
4. Implement structured feedback mechanisms to capture customer insights.
5. Apply conflict resolution techniques to defuse tense situations.
6. Utilize active listening and empathy skills for better customer rapport.
7. Identify service gaps and initiate corrective actions.
8. Apply strategic communication techniques in complaint scenarios.
9. Develop personal accountability and resilience in high-pressure environments.
10. Leverage digital complaint management tools for efficiency.
11. Analyze real-world case studies to extract actionable insights.
12. Measure and improve customer satisfaction metrics effectively.
13. Transform negative customer experiences into positive brand advocacy.

Target Audience

1. Customer service executives and representatives
2. Frontline staff interacting with clients
3. Team leaders and supervisors
4. Customer experience managers
5. Call center agents
6. Hospitality and retail staff
7. Quality assurance professionals
8. Anyone responsible for service delivery and customer retention

Course Modules

Module 1: Introduction to Complaint Handling

- Understanding customer complaints: Causes and impact
- Types of complaints: Minor vs. major escalations
- Complaint management frameworks and policies
- Role of customer feedback in continuous improvement

- **Case Study:** Successful complaint resolution in a telecom company

Module 2: Customer Psychology and Behavioral Analysis

- Understanding customer emotions and expectations
- Behavioral triggers leading to complaints
- Managing stress and emotions during interactions
- Personalizing responses to different customer types
- **Case Study:** Behavioral analysis reducing escalations in retail

Module 3: Effective Communication Skills

- Active listening techniques
- Empathy and rapport-building strategies
- Verbal and non-verbal communication
- Tone, language, and phrasing for complaint resolution
- **Case Study:** Airline service recovery using empathy-driven communication

Module 4: Conflict Resolution and Negotiation Techniques

- Identifying conflicts before they escalate
- Step-by-step conflict resolution models
- Negotiation strategies to meet customer needs
- Maintaining professionalism under pressure
- **Case Study:** Resolving service disputes in banking

Module 5: Service Recovery Strategies

- Proactive vs. reactive recovery approaches
- Compensation and goodwill gestures
- Restoring customer trust after failure
- Designing service recovery policies for consistency
- **Case Study:** Hotel chain turning a negative review into positive publicity

Module 6: Complaint Documentation and Follow-Up

- Recording complaints systematically
- Monitoring progress and resolution timelines
- Feedback loops for continuous improvement
- Leveraging CRM tools for tracking
- **Case Study:** FMCG company improving loyalty via follow-up protocols

Module 7: Digital Tools and Technology in Complaint Handling

- CRM and ticketing systems
- Social media complaint management
- AI-based customer support tools
- Analytics for complaint trend identification
- **Case Study:** E-commerce platform resolving complaints efficiently using AI

Module 8: Performance Measurement and Continuous Improvement

- Key performance indicators (KPIs) for complaint handling

- Customer satisfaction and NPS measurement
- Identifying patterns and areas for improvement
- Training reinforcement and skill sustainability
- **Case Study:** Telecom company boosting CSAT by 20%

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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Register Online Now

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