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Course Name

The Customer Complaint System: A Tool for Customer Service Improvement

Sector Name
Sales, Marketing and Customer Service

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The Customer Complaint System: A Tool for Customer Service Improvement

Course Introduction

Customer complaints are not merely service failures—they are valuable sources of insight that can drive service improvement, process optimization, and customer loyalty when managed effectively. Organizations that treat complaints systematically are better positioned to enhance customer satisfaction, strengthen trust, and continuously improve service performance.

Developed by **BOOST**, The Customer Complaint System: A Tool for Customer Service Improvement course is designed to help professionals understand how to design, implement, and manage an effective customer complaint system. The program focuses on transforming complaints into structured feedback, improving service processes, and using complaint data as a strategic input for service quality enhancement.

This course equips participants with a professional, system-based approach to complaint handling, moving beyond reactive responses toward proactive service improvement and organizational learning.

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Target Audience

Customer service professionals, quality teams, and managers involved in complaint handling and service improvement initiatives.

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Learning Objectives

- ✓ Understand the role of complaint systems in service improvement
- ✓ Design and manage effective customer complaint handling processes
- ✓ Analyze complaint data to identify service improvement opportunities
- ✓ Improve customer trust through fair and professional complaint resolution
- ✓ Use complaints as a tool for continuous service enhancement

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Course Outline

✓ DAY 01

Understanding Customer Complaints and Service Improvement

Module 1: The Role of Customer Complaints in Service Quality

- ✓ Understanding complaints as feedback and improvement opportunities
- ✓ Types and causes of customer complaints
- ✓ The impact of complaints on customer satisfaction and loyalty

Module 2: Complaint Culture and Customer-Centric Mindset

- ✓ Shifting from defensive to improvement-focused thinking
- ✓ Building a positive complaint-handling culture
- ✓ Aligning complaint management with service excellence goals

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Course Outline

✓ Day 02

Designing an Effective Customer Complaint System

Module 1: Components of an Effective Complaint System

- ✓ Key elements of a structured complaint system
- ✓ Roles and responsibilities in complaint management
- ✓ Accessibility and transparency of complaint channels

Module 2: Complaint Policies, Procedures, and Standards

- ✓ Developing clear complaint-handling policies
- ✓ Setting service standards and response timelines
- ✓ Ensuring consistency and fairness in complaint processing

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Course Outline

✓ Day 03

Complaint Handling Processes and Professional Resolution

Module 1: Complaint Handling and Resolution Techniques

- ✓ Step-by-step complaint handling process
- ✓ Communication skills for dealing with dissatisfied customers
- ✓ Managing emotions and difficult complaint situations

Module 2: Service Recovery and Resolution Excellence

- ✓ Service recovery strategies and corrective actions
- ✓ Turning complaints into positive customer experiences
- ✓ Escalation management and resolution ownership

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Course Outline

✓ Day 04

Complaint Data Analysis and Service Improvement Actions

Module 1: Complaint Data Collection and Analysis

- ✓ Categorizing and documenting complaints effectively
- ✓ Identifying trends, root causes, and recurring issues
- ✓ Using Complaint Data for insight generation

Module 2: Translating Insights into Service Improvements

- ✓ Designing corrective and preventive actions
- ✓ Linking complaint findings to process improvement
- ✓ Measuring the impact of service improvement initiatives

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Course Outline

✓ Day 05

Integrating Complaint Systems into Service Excellence Programs

Module 1: Complaint Systems and Service Excellence Integration

- ✓ Aligning complaint management with customer experience strategy
- ✓ Integrating complaint systems into quality frameworks
- ✓ Roles of leadership and teams in sustaining improvement

Module 2: Continuous Improvement and System Sustainability

- ✓ Monitoring system effectiveness and performance
- ✓ Continuous improvement of complaint processes
- ✓ Embedding learning and accountability across the organization

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 23, 2027	Aug. 27, 2027	5 days	4250.00 $	UAE , Dubai
Nov. 9, 2026	Nov. 13, 2026	5 days	4250.00 $	UAE , Abu Dhabi
May 24, 2027	May 28, 2027	5 days	4250.00 $	UAE , Abu Dhabi

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