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**Course Name**

# Rebuilding Trust After Service Failure

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**Sector Name**

Sales, Marketing and Customer Service

**Document Type**

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## Rebuilding Trust After Service Failure

### Course Introduction

Service failures are not defined only by what went wrong, but by what happens after the failure. Delays, errors, unmet expectations, broken commitments, or poor communication can quickly damage customer confidence, and a routine apology is rarely enough to restore it.

Effective recovery requires understanding the impact of the failure, responding appropriately, resolving what can be resolved, and giving the customer credible reasons to trust the organization again.

**BOOST Consulting & Training** presents **Rebuilding Trust After Service Failure** as a practical program focused on the critical period following a negative customer experience.

Participants will learn how to contain dissatisfaction, diagnose the real impact of a service failure, select proportionate recovery responses, conduct difficult recovery conversations, and rebuild customer confidence while turning recurring failures into opportunities for service improvement.

## Rebuilding Trust After Service Failure

### Target Audience

This program is designed for Customer Service Professionals, Complaint Handling Teams, Frontline Service Employees, and Customer Service Supervisors.

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## Rebuilding Trust After Service Failure

### Learning Objectives

- ✓ Assess the customer impact and severity of different service failures.
- ✓ Diagnose the operational and communication factors behind customer dissatisfaction.
- ✓ Respond to failed expectations with appropriate acknowledgment and ownership.
- ✓ Select recovery actions proportionate to customer impact and service circumstances.
- ✓ Conduct recovery conversations that reduce tension and rebuild confidence.
- ✓ Recognize when recovery requires escalation or wider organizational intervention.
- ✓ Use service failure insights to reduce recurrence and strengthen future customer experiences.

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## Rebuilding Trust After Service Failure

### Course Outline

#### ✓ DAY 01

##### **Understanding What the Failure Changed**

##### **Seeing Failure Through the Customer's Eyes**

- ✓ Distinguishing service errors from failures that significantly damage customer confidence
- ✓ Assessing the gap between customer expectations and the experience received
- ✓ Recognizing emotional, practical, financial, and relationship impacts

##### **Assessing Failure Severity**

- ✓ Identifying factors that increase the seriousness of a service failure
- ✓ Differentiating isolated incidents from repeated or cumulative failures
- ✓ Prioritizing recovery according to customer impact and urgency

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## Rebuilding Trust After Service Failure

### Course Outline

#### ✓ DAY 02

##### **Diagnosing Before Trying to Fix**

##### **Finding What Actually Went Wrong**

- ✓ Separating visible symptoms from underlying service breakdowns
- ✓ Identifying process, communication, ownership, and expectation failures
- ✓ Gathering the right information without forcing customers to repeat their experience

##### **Understanding What Recovery Requires**

- ✓ Identifying what the customer needs to feel the issue has been addressed
- ✓ Distinguishing requests, expectations, and realistic recovery outcomes
- ✓ Matching the recovery objective to the nature and impact of the failure

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## Rebuilding Trust After Service Failure

### Course Outline

#### ✓ DAY 03

##### **Designing the Right Recovery Response**

##### **Taking Ownership and Restoring Control**

- ✓ Acknowledging failure without defensive or scripted responses
- ✓ Communicating responsibility, clarity, and realistic next steps
- ✓ Setting expectations about what can happen, by whom, and when

##### **Selecting Proportionate Recovery Actions**

- ✓ Matching corrective actions to the severity and consequences of the failure
- ✓ Evaluating resolution, replacement, compensation, reassurance, and follow-up options
- ✓ Balancing customer fairness with organizational boundaries

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## Rebuilding Trust After Service Failure

### Course Outline

#### ✓ DAY 04

##### **Rebuilding Confidence Through the Recovery Conversation**

##### **Managing High-Stakes Customer Reactions**

- ✓ Responding to anger, disappointment, distrust, and repeated complaints
- ✓ Handling situations where the customer rejects the initial recovery response
- ✓ Maintaining credibility when immediate resolution is not possible

##### **Moving from Resolution to Trust**

- ✓ Demonstrating that corrective action has actually been completed
- ✓ Using follow-up communication to reduce uncertainty and restore confidence
- ✓ Recognizing signals that trust is recovering—or remains at risk

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## Rebuilding Trust After Service Failure

### Course Outline

#### ✓ DAY 05

##### **Turning Service Failure into Service Improvement**

##### **Learning from Recovery Patterns**

- ✓ Identifying recurring failures across complaints and recovery cases
- ✓ Distinguishing individual mistakes from wider process weaknesses
- ✓ Converting recovery insights into practical preventive improvements

##### **Service Recovery Challenge**

- ✓ Managing an end-to-end complex service failure simulation
- ✓ Defending recovery decisions and responding to changing customer reactions
- ✓ Developing a Service Recovery and Trust Action Plan for workplace application

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## Rebuilding Trust After Service Failure

### Confirmed Sessions

| FROM          | TO            | DURATION | FEES       | LOCATION        |
|---------------|---------------|----------|------------|-----------------|
| Dec. 21, 2026 | Dec. 25, 2026 | 5 days   | 4250.00 \$ | UAE , Abu Dhabi |

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