



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 22 March 2026 To 26 March 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

Understanding and excelling in service recovery and complaint resolution is essential for maintaining strong customer relationships and enhancing overall customer satisfaction. This comprehensive five-day professional course is designed to equip participants with the skills and strategies needed to effectively manage and resolve complaints, turning dissatisfied customers into loyal advocates.

## Objectives

- To identify and understand the root causes of customer complaints.
- To develop effective communication and problem-solving skills.
- To employ strategies for turning customer complaints into opportunities.
- To create a positive organizational culture focused on customer satisfaction.
- To evaluate and implement service recovery frameworks and feedback mechanisms.

## Course Outlines

### Day 1: Introduction to Service Recovery and Complaint Dynamics

- Overview of customer service and complaint resolution
- The importance of service recovery in customer retention
- Understanding customer expectations and perceptions
- Types and sources of customer complaints
- Case studies on successful service recovery

### Day 2: Communication Skills for Effective Complaint Handling

- Developing active listening skills
- Building empathy and rapport with customers
- Effective verbal and non-verbal communication techniques
- Handling difficult conversations and de-escalation strategies
- The psychology behind customer behavior and complaints

### Day 3: Problem-Solving Techniques and Decision Making

- Identifying the root cause of complaints
- Creative problem-solving approaches
- Structured decision-making frameworks
- Collaborative solutions with customers
- Measure and monitor resolutions for continuous improvement

### Day 4: Transforming Complaints into Opportunities

- Turning negative feedback into positive outcomes
- Strategies for exceeding customer expectations
- Leveraging feedback for product/service improvements
- Brand recovery tactics in case of major failures
- Real-life examples of successful complaint transformations

## **Day 5: Developing a Service Recovery Culture**

- Building a customer-focused organizational culture
- Training and empowering staff for service excellence
- Designing and implementing service recovery frameworks
- Measuring success: KPIs and feedback loops
- Long-term strategies for sustained service recovery