

ISM Accredited: Optimizing Customer Complaint
Handling for Service Excellence

Cape Town (South Africa)

13 - 17 April 2026

UK Traininig

PARTNER



ISM Accredited: Optimizing Customer Complaint Handling for Service Excellence

Code: CC28 From: 13 - 17 April 2026 City: Cape Town (South Africa) Fees: 3300 Pound

Introduction

In a highly competitive service-driven economy, the ability to handle customer complaints efficiently and professionally is a strategic differentiator. The "ISM Accredited: Optimizing Customer Complaint Handling for Service Excellence" course provides a specialized framework for transforming complaints into powerful opportunities to build trust, retain customers, and enhance service quality.

This course is tailored for executives, team leaders, and professionals across various departments in both public and private institutions in the MENA region. Whether you're in telecom, banking, oil & gas, healthcare, or customer service, this course is designed to help you develop actionable skills and strategic insights.

Participants will gain practical tools, behavioral techniques, and data-driven strategies to manage, resolve, and prevent customer dissatisfaction in a way that strengthens the brand and improves institutional performance.

Course Objectives

- Understand the psychology and dynamics of customer complaints.
- Identify different types of complainants and appropriate handling strategies.
- Apply internationally recognized best practices in complaint resolution.
- Analyze complaint trends to improve service delivery.
- Use communication and empathy as tools for customer retention.
- Design service recovery workflows that minimize escalation.
- Implement feedback loops to turn complaints into quality inputs.
- Create documentation processes that support ISM compliance.

Course Outlines

Day 1: Foundations of Complaint Management

- Introduction to complaint handling and its business impact.
- Understanding complaint types: procedural, emotional, and technical.
- Customer expectations in MENA service cultures.
- Service recovery paradox: why complaints can boost loyalty.
- Mapping the complaint journey and identifying friction points.
- Group exercise: analyzing real-world complaint scenarios.

Day 2: Handling Complaints Professionally

- Steps of structured complaint handling.
- Verbal de-escalation and active listening techniques.
- Role of empathy, patience, and tone in defusing conflict.
- Documenting complaints and maintaining compliance.

A graphic of a chessboard with several pawns. A large gold king piece is in the foreground on the right, with a silver pawn and a gold pawn behind it. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- Resolving complaints across digital channels.
- Practical roleplay: handling complex complaints.

Day 3: Root Cause Analysis and Service Recovery

- Introduction to root cause analysis RCA in complaint trends.
- Linking complaints to process gaps and performance indicators.
- Building cross-functional response teams.
- Designing service recovery protocols.
- Calculating cost of poor service and potential retention value.
- Case study: recovering from a service failure.

Day 4: Quality Assurance and Data-Driven Feedback

- Setting KPIs for complaint management.
- Using CRM and complaint tracking systems.
- Creating dashboards to visualize complaint trends.
- Linking complaints to quality improvement cycles.
- Regulatory compliance and ISM documentation standards.
- Workshop: building a quality control checklist.

Day 5: Final Evaluation and Implementation Planning

- Reviewing key learning and practical takeaways.
- Designing a complaint management policy for your organization.
- Final team presentations: simulated complaint escalation.
- Evaluation quiz and competency self-assessment.
- Implementation action plan and timeline.
- Certification ceremony and feedback collection.

Why Attend this Course: Wins & Losses!

- Gain an ISM-accredited certification recognized across industries.
- Improve your professional handling of dissatisfied customers.
- Learn global best practices adapted for the MENA region.
- Reduce churn and improve customer loyalty.
- Build confidence in resolving emotional or complex issues.
- Equip your organization with tools for sustainable service quality.
- Strengthen your career portfolio in CX and service excellence.
- Increase internal alignment between customer service and quality teams.

Conclusion

Optimizing how an organization manages customer complaints is no longer just a reactive function—it is a strategic business imperative. The "ISM Accredited: Optimizing Customer Complaint Handling for Service Excellence" course delivers practical techniques and a structured methodology that empowers professionals to turn complaints into opportunities for growth.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is white and black squares, with a subtle circular pattern in the background.

UK Training
PARTNER



With a strong focus on quality assurance, empathy-driven communication, and continuous improvement, this course helps participants establish sustainable frameworks for complaint resolution that support institutional excellence and customer loyalty. Whether you are managing a contact center, overseeing service delivery, or shaping corporate quality policies, this program equips you with skills and certifications that matter.

A graphic of a chessboard with several pawns. A large gold king piece is prominent in the foreground, with several smaller silver and gold pawns behind it. The board is a checkered pattern of light and dark squares. In the background, there are concentric circles radiating from the center.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients

 <p>MANNAI CORPORATION MANNAI Trading Company WLL, Qatar</p>	 <p>GAC UNE FILIALE D'EGA Alumina Corporation Guinea</p>	 <p>Booking.com Booking.com Netherlands</p>	 <p>OXFAM Oxfam GB International Organization, Yemen</p>	 <p>Capital Markets Authority Kuwait</p>
 <p>Waltersmith Waltersmith Petroman Oil Limited Nigeria</p>	 <p>QNB Qatar National Bank (QNB), Qatar</p>	 <p>Qatar Foundation Qatar</p>	 <p>AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania</p>	 <p>KFAS Kuwait Foundation for the Advancement of Sciences KFAS Kuwait</p>
 <p>Reserve Bank of Malawi Malawi</p>	 <p>Central Bank of Nigeria Nigeria</p>	 <p>Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, KSA</p>	 <p>Mabruk Oil Company Libya</p>	 <p>Saudi Electricity Company KSA</p>
 <p>BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia</p>	 <p>NATO Italy</p>	 <p>ENI ENI CORPORATE UNIVERSITY, Italy</p>	 <p>GULF BANK Gulf Bank Kuwait</p>	 <p>General Organization for Social Insurance KSA</p>
 <p>Defence Space Administration Nigeria</p>	 <p>National Industries Group (Holding) Kuwait</p>	 <p>Hamad Medical Corporation Qatar</p>	 <p>USAID Pakistan</p>	 <p>STC STC Solutions, KSA</p>
 <p>North Oil Company North Oil company,</p>	 <p>EKO EKO Electricity</p>	 <p>OMAN BROADBAND Oman Broadband</p>	 <p>UNITED NATIONS UN.</p>	 <p>Authority for Electricity Regulation, Oman Authority for</p>

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

