

ISM Accredited: Optimizing Customer Complaint
Handling for Service Excellence

Accra (Ghana)

6 - 10 October 2025

UK Training

PARTNER



ISM Accredited: Optimizing Customer Complaint Handling for Service Excellence

Code: CC28 From: 6 - 10 October 2025 City: Accra (Ghana) 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 image.

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 text 'UK Training PARTNER' is overlaid on the right side of the board.

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 chess pieces (a king, a queen, a rook, and a knight) positioned on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



المؤسسة العامة للتأمينات الاجتماعية
General Organization for Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

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

