ISM Accredited: Optimizing Customer Complaint Handling for Service Excellence

22 – 26 February 2027
Geneva (Switzerland)



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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.
- 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's 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.

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.

