



Customer Complaint Resolution and Service Recovery Operations Training Course

28 June – 9 July 2027
Casablanca

Customer Complaint Resolution and Service Recovery Operations Training Course

Ref: 701_153517 **Date:** 28 June – 9 July 2027 **Location:** Casablanca **Fees:** 7000 Euro

Overview

Customer Complaint Resolution and Service Recovery Operations Training Course is a ten-day intermediate course for complaint handlers, customer service teams, contact-center staff, quality teams, escalation specialists, and service supervisors who leave with a Complaint Resolution and Recovery Operations Toolkit. Participants apply ISO 10002:2018 guidance to intake, classification, de-escalation, investigation, recovery, communication, escalation, records, closure, and recurring-issue improvement. The course connects individual cases with operational learning and restored trust. Agile Leaders Training Center links customer complaint resolution with disciplined service recovery operations.

Who Should Attend

- Customer service teams responsible for receiving and resolving complaints
- Contact-center teams responsible for complaint conversations and records
- Escalation teams responsible for complex or high-impact cases
- Quality teams responsible for complaint trends and process improvement
- Service supervisors responsible for recovery decisions and case reviews
- Operations teams responsible for fixing recurring service failures

The course assumes participants already handle customer cases or supervise service processes and leaves out generic customer service, sales conversations, legal dispute resolution, and broad customer-experience strategy.

Departments and Industries

The course supports departments and industries where complaint evidence informs resolution, recovery, and service improvement.

- Customer service, contact centers, quality, and operations
- Banking, insurance, telecommunications, and technology services
- Healthcare services, education services, hospitality, and travel
- Retail, e-commerce, logistics, and utilities
- Professional services, facilities, manufacturing, and public-facing services

Learning Objectives

By the end of this course, participants will be able to:



- Apply ISO 10002:2018 complaint-handling principles to operational cases
- Analyze complaint facts, impact, emotion, and ownership
- Use de-escalation and investigation tools fairly
- Evaluate proportionate recovery and escalation options
- Build traceable records, closure, and follow-up controls
- Prioritize recurring-issue prevention and service improvement

Course Agenda

Day 1: Complaint Handling Context

- ISO 10002:2018 Complaint Process Map
- Complaint Definition and Scope Test
- Complainant Needs and Expectation Canvas
- Complaint Handling Principle Checklist
- Case Ownership Responsibility Matrix

Day 2: Intake and Classification

- Complaint Intake Record
- Fact and Perception Separation Grid
- Impact and Urgency Classification Matrix
- Vulnerability and Accessibility Check
- Initial Acknowledgment Message Builder

Day 3: Listening and De-escalation

- Emotion Recognition Cue Card
- Active Listening Sequence
- Clarifying Question Funnel
- De-escalation Language Guide
- Conversation Boundary Decision Tree

Day 4: Fair Investigation

- Complaint Investigation Plan
- Evidence Source Register
- Timeline Reconstruction Method
- Conflicting Evidence Review Grid
- Fairness and Impartiality Check



Day 5: Root Cause and Recurrence

- Problem Statement Quality Test
- Five Whys Cause Analysis
- Cause-and-Effect Diagram
- Control Failure Trace
- Recurring Complaint Pattern Map

Day 6: Recovery Decisions

- Customer Impact Assessment
- Recovery Option Decision Matrix
- Proportionality and Consistency Check
- Authority and Approval Boundary Map
- Recovery Commitment Record

Day 7: Response and Escalation

- Complaint Response Structure
- Credible Apology Construction Guide
- Limitation and Next-Step Statement
- Escalation Threshold Matrix
- Cross-Functional Handoff Protocol

Day 8: Documentation and Closure

- Complaint Case File Checklist
- Resolution Evidence Log
- Customer Closure Confirmation
- Follow-Up Action Tracker
- Case Quality Review Rubric

Day 9: Improvement and Governance

- Complaint Trend Analysis Board
- Corrective Action Prioritization Grid
- Service Recovery Performance Scorecard
- Complaint Process Review Calendar
- Management Improvement Brief



Day 10: Complaint Resolution Practice

- Exercise: Conduct a Complaint Intake
- Exercise: De-escalate and Clarify a Case
- Exercise: Investigate and Select Recovery
- Exercise: Close and Review a Complaint
- Capstone: Complaint Resolution and Recovery Operations Toolkit

Practical Exercises

The course uses banking, healthcare, hospitality, and logistics cases to connect customer conversations with complaint-process controls.

- Suggested activity: separate facts, perceptions, impact, and requested outcomes in a complaint record.
- Suggested activity: reconstruct evidence and test an investigation for fairness and ownership.
- Suggested activity: compare recovery options against impact, consistency, authority, and customer need.
- Suggested activity: convert recurring complaint evidence into a prioritized corrective-action brief.

FAQs

Who suits customer complaint resolution training, and what does it assume?

Complaint handlers, service teams, contact-center staff, quality teams, escalation specialists, and supervisors suit the training; it assumes participants already handle customer cases or service processes.

How does customer complaint resolution training differ from general customer service training?

Customer complaint resolution training covers intake, de-escalation, investigation, recovery, escalation, documentation, closure, and recurrence prevention, while general service training develops broader interaction and communication skills.

How does ISO 10002:2018 support complaint handling?

ISO 10002:2018 provides current guidance for planning, operating, maintaining, evaluating, auditing, and improving an organizational complaints-handling process.

What makes a service recovery action proportionate?

A service recovery action is proportionate when it reflects customer impact, evidence, organizational responsibility, consistency, available authority, feasibility, and the need to restore the relationship.



How should recurring customer complaints drive improvement?

Recurring customer complaints should be grouped by pattern, traced to causes and control failures, prioritized by impact and frequency, assigned to owners, and reviewed through corrective-action evidence.

Conclusion

Participants leave with a Complaint Resolution and Recovery Operations Toolkit containing intake, classification, listening, investigation, cause analysis, recovery, response, escalation, documentation, closure, and improvement tools. The toolkit makes complaint decisions more traceable across teams. It also connects individual recovery actions with evidence for preventing repeated service failures.