## Service Recovery & Complaint Management Excellence

Customers remember how you made things right more than the mistake itself. In today's competitive market, service failures happen — but a company's ability to recover with empathy and speed sets it apart. Effective complaint handling turns frustration into loyalty, reduces churn, and protects brand reputation.

The REBOUND program equips participants to handle complaints with calm confidence, apply a structured recovery process, and rebuild trust through empathy and action.

# At the end of this course, participants should be able to:

- Understand the emotional journey of dissatisfied customers and the Service Recovery Paradox.
- Apply a structured 4-step complaint handling process (Acknowledge → Clarify → Resolve → Follow-up).
- Demonstrate empathy, active listening, and positive language to calm and reassure upset customers.
- Take ownership and follow through to restore confidence and prevent repeat issues.

# Course Outline

- Welcome and Introduction
- Objectives and Overview
- Reminders and House Rules
- Customer Mindset & Emotions – The Complaint Journey, Service Recovery Paradox
- Communication Skills for Recovery – Active Listening & Empathy, Positive Language, De-escalation
- Structured Service Recovery – 4-Step Recovery Model, Scripting Practice
- Turning Complaints Into Retention Opportunities
- Service Standards & Personal Commitment – Defining What Good Looks Like, Personal

Service Pledge
- Summary and Wrap-Up – Recap, Key Takeaways, Action Plan

# Course Duration

- 1 day – face-to-face

# Delivery Methodologies

- Plenary Discussions
- Lecture / Slide Presentation
- Group or Pair Activities
- Individual Reflection
- Role-Play Simulations & Debriefs
- Peer Feedback
- Icebreakers / Energizers / Games

# This course is recommended for:

Frontliners, Staff, Supervisors, Managers, and anyone who handles customer complaints face-to-face, online, or via phone and wants to strengthen service recovery skills.

# Upcoming Events

Notice
There are no upcoming events.