



**SCANDINAVIAN ACADEMY**  
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# Course: Implementing and Managing a Customer Complaints System

Code	City	Hotel	Start	End	Price	Language - Hours
311	Kuala Lumpur (Malaysia)	Hotel Meeting Room	2025-05-19	2025-05-23	4450 €	En - 25

## Program Objectives

**By the end of the program, participants will be able to:**

- Understand the concepts and importance of customer feedback.
- Know the flow of customer feedback in an organization.
- Design a customer feedback system to enhance organizational performance.
- Improve existing system and benchmark against world class standards.
- Assess and audit complaints systems.

**This Program is designed for**

Staff members who deal with customer feedback and customer service staff or team members who are working to develop effective customer feedback systems. This program is worth 25 NASBA CPEs.

## Program Outline



## **Introduction to Understanding Your Customers**

- Who Is Your Customer?
- Importance of Customers Feedback
- Types of Customers

## **Introduction to Complaints Management**

- What Is a Complaint?
- What Are the Sources of Complaints?
- Why Should an Organization Seek Complaints?
- Complaints Are Golden Opportunities for Improvement

## **Introduction to Complaints Management Standards**

- Why Standards?
- Types of Standards
- ISO 10002 as a Model
- The Impact of Customer Attitudes towards Complaining and Organizational Reactions
- Business Needs and Commercial Implications

## **Essential Elements of a Complaints Management System**

- Scope and Policy
- Planning
- Resource/Competence
- Logging and Receiving Complaints
- Implementation and Operation
- Management Review
- Corrective and Preventive Actions

## **Designing and Implementing an Effective Customer Complaint System**

- Complaint Definition, Handling, Escalation and Resolution
- Developing a System Including Workflow and Process Mapping
- Monitoring, Measurement and Management Review
- Audits in Principle and Practice
- Possible Barriers

## **Writing a Customer Complaint Procedure**



**The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.