

Customer Communication & Complaint Handling

1 day | 6 learning hours | English or Bahasa Malaysia

WHO IT IS FOR

Customer-facing staff, service teams, administrators and supervisors who respond to enquiries, dissatisfaction and complaints.

Practise professional, empathetic responses to customer concerns. Build a clear process for understanding the issue, explaining realistic options and completing a useful handover.

BY THE END, PARTICIPANTS CAN

1. Identify the customer need using listening and clarification.
2. Acknowledge a concern without making unsupported promises.
3. Explain options, ownership and next steps clearly.
4. Document and hand over a complaint using the organisation's escalation process.

WORKSHOP FLOW

09:00-10:30

See the customer perspective

Expectations, service touchpoints and verbal/nonverbal signals. Exercise: map a frustrating interaction from the customer's perspective.

10:45-12:15

Respond with empathy and clarity

Listening, acknowledgement and positive service language. Exercise: rewrite defensive responses and practise a calm opening.

13:15-14:45

Handle the complaint

Clarify facts, explain options and respect authority limits. Exercise: role-play a delayed service or unresolved customer issue.

15:00-16:30

Close the loop

Summarise agreements, record facts and hand over effectively. Exercise: write a response and handover note, then peer-review them.

PREPARATION

Bring anonymised service scenarios and the relevant complaint/escalation process. No specialist software required. Case examples are agreed with the organiser.

PRACTICE & TAKEAWAYS

Review a complaint role-play and written response for empathy, clarity, accuracy and ownership. Take away a response planner and handover checklist.