



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Customer Service Excellence and Complaint Recovery

2 day course

Classroom, online or in-house

Course overview

A customer who complains is more valuable than one who leaves quietly, and organisations spend heavily on acquisition while handling recovery through whoever answers the phone. This course treats recovery as a commercial function. Delegates work through what customers actually judge, which is usually effort rather than friendliness, and the moments in a service journey that decide satisfaction. Handling a complaint is practised in sequence: acknowledging without defending, establishing the facts, and offering a resolution the person will accept. Dealing with anger and unreasonable demands is covered. Authority is addressed directly, since a front line that cannot resolve anything escalates everything. Recording complaints so patterns become visible follows. Fixing the cause rather than the instance is treated as the point of the exercise. Service standards and measurement are covered. The course closes on service under pressure and on staff wellbeing in complaint handling roles.

What you will learn

- Recognise that customers judge effort more than friendliness
- Identify the moments in a journey that decide satisfaction
- Acknowledge a complaint without defending, then establish the facts
- Offer a resolution the customer will accept
- Handle anger and unreasonable demands
- Use front line authority to resolve rather than escalate
- Record complaints, fix causes and measure service honestly

Who should attend

- Customer service representatives and team leaders
- Contact centre supervisors
- Branch and front office staff
- Service quality and customer experience managers
- Technical support staff dealing directly with customers

Course outline

- 01 The customer who leaves quietly
- 02 Effort rather than friendliness
- 03 Moments that decide satisfaction
- 04 Acknowledging without defending
- 05 Establishing facts and offering resolution
- 06 Anger and unreasonable demands
- 07 Front line authority and escalation
- 08 Recording, cause removal, measurement and wellbeing

Upcoming dates



Dates	Venue	Format	Fee per delegate
14 to 15 October 2026	Online	Online	R6,500
21 to 22 October 2026	Accra, Ghana	Classroom	USD 795
2 to 3 March 2027	Maseru, Lesotho	Classroom	R11,950
22 to 23 March 2027	Maputo, Mozambique	Classroom	USD 795

Fees and how to register

This 2 day course is **R6,500** per delegate online, **R11,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 795** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

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