

Course No. 1074

Complaint Management & Service Recovery

RETAIL BANKING & CUSTOMER EXPERIENCE
FINANCE, INVESTMENT & BANKING

DURATION

5 Days

LOCATION

Kuala Lumpur, Malaysia

DELIVERY

Classroom

DATES

19 – 23 Oct 2026



Scheduled Event Details

CITY	Kuala Lumpur, Malaysia
DATE	19 – 23 Oct 2026
DELIVERY TYPE	Classroom
COURSE FEE	€4,400

Course Overview

Complaint Management & Service Recovery is a comprehensive professional training course designed to equip banking professionals with the knowledge, practical skills, and strategic approaches required to effectively manage customer complaints, resolve service failures, and restore customer confidence. In today's highly competitive banking environment, effective complaint management is no longer viewed as a reactive process but as a strategic opportunity to improve customer satisfaction, strengthen loyalty, enhance organizational reputation, and drive continuous service improvement.

This course provides participants with a structured understanding of complaint management frameworks, service recovery strategies, customer communication, conflict resolution, root cause analysis, customer expectations, complaint investigation, regulatory requirements, and customer experience management. Participants will learn how to transform customer complaints into valuable opportunities for organizational learning, service innovation, and long-term customer relationship development.

The program also explores the integration of Complaint Management & Service Recovery with Customer Experience Management, Retail Banking, Corporate Banking, Branch Operations, Contact Center Management, Quality Management, Regulatory Compliance, Operational Risk Management, Customer Relationship Management (CRM), and Digital Banking. Participants will develop practical skills in complaint handling, service recovery planning, escalation management, customer communication, performance measurement, service quality improvement, and continuous process enhancement.

Through practical case studies, complaint investigation exercises, customer interaction simulations, role-playing activities, and real-world banking scenarios, participants will strengthen their ability to resolve complaints professionally, recover customer trust, reduce customer attrition, improve service

standards, and support a customer-centric organizational culture. By the end of the course, participants will be equipped to implement Complaint Management & Service Recovery strategies that improve customer satisfaction, strengthen operational performance, enhance regulatory compliance, and contribute to sustainable business success.

Objectives

- Analyze Complaint Management & Service Recovery principles and evaluate their impact on customer satisfaction and organizational performance by the end of the course.
- Develop structured complaint management strategies that improve customer trust, loyalty, and service quality.
- Evaluate customer complaints using systematic investigation and root cause analysis techniques.
- Apply effective communication, negotiation, and conflict resolution skills during complaint handling and service recovery.
- Design service recovery initiatives that restore customer confidence and strengthen long-term customer relationships.
- Improve complaint resolution processes through continuous improvement methodologies and customer feedback analysis.
- Strengthen governance by implementing regulatory compliance, customer protection requirements, internal controls, and ethical complaint handling practices.
- Implement Key Performance Indicators (KPIs), complaint resolution metrics, customer satisfaction measures, and service quality indicators to evaluate complaint management performance.
- Assess the impact of digital banking, artificial intelligence, customer analytics, and omnichannel communication on complaint management processes.
- Align Complaint Management & Service Recovery with Customer Experience, Customer Relationship Management, Operational Excellence, Regulatory Compliance, and organizational strategic objectives before course completion.

Who Should Attend

This course is designed for Customer Service Managers, Branch Managers, Customer Experience Managers, Complaint Handling Officers, Customer Relationship Managers, Contact Center Managers, Branch Operations Managers, Quality Assurance Managers, Compliance Officers, Operational Risk Managers, Customer Care Specialists, Banking Operations Professionals, Digital

Banking Managers, Service Quality Specialists, CRM Professionals, and employees responsible for customer-facing banking services.

The program is equally valuable for Chief Customer Officers, Retail Banking Managers, Corporate Banking Managers, Executive Management Teams, Customer Experience Directors, Heads of Branch Networks, Business Development Managers, Government Banking Professionals, Public Sector Financial Institution Leaders, Financial Services Executives, FinTech Professionals, and decision-makers responsible for customer satisfaction, complaint management, service excellence, regulatory compliance, and continuous improvement.

Learning Outcomes

- By the end of this course, participants will be able to:
- Develop effective complaint management strategies that strengthen customer satisfaction and organizational performance.
- Evaluate customer complaints using structured investigation and root cause analysis methodologies.
- Apply professional communication and conflict resolution techniques during customer interactions.
- Design service recovery plans that rebuild customer trust and improve long-term customer loyalty.
- Improve complaint resolution processes through continuous improvement and customer feedback analysis.
- Strengthen compliance with customer protection regulations, internal controls, and complaint management standards.
- Prepare executive reports using KPIs, complaint trends, customer satisfaction metrics, and service quality indicators.
- Integrate Complaint Management & Service Recovery with Customer Experience Management, CRM, Operational Excellence, and Enterprise Risk Management.
- Assess the impact of digital transformation, artificial intelligence, customer analytics, and financial technology on complaint management and customer service.
- Develop a practical implementation roadmap that improves complaint handling efficiency, strengthens service recovery capabilities, enhances customer loyalty, optimizes service quality, supports regulatory compliance, and contributes to sustainable organizational growth.

Course Outline

DAY 01

Foundations of Complaint Management

- Strategic importance of complaint management in banking
- Customer expectations and service quality
- Complaint management lifecycle
- Customer protection principles and regulatory requirements

PRACTICAL APPLICATION

Classifying complaints and identifying service gaps

DAY 02

Complaint Investigation and Resolution

- Complaint investigation methodologies
- Root cause analysis techniques
- Effective customer communication and active listening
- Negotiation and conflict resolution skills

PRACTICAL APPLICATION

Managing complex customer complaint scenarios

DAY 03

Service Recovery Excellence

- Principles of service recovery
- Restoring customer confidence and trust
- Complaint escalation management
- Customer retention strategies following service failures

DAY 03 — CONTINUED

PRACTICAL APPLICATION

Developing service recovery action plans

DAY 04**Governance, Digital Solutions, and Performance Measurement**

- Complaint governance and internal controls
- Complaint management systems and CRM integration
- Digital channels, artificial intelligence, and customer analytics
- Performance measurement using KPIs, complaint dashboards, customer satisfaction metrics, and service quality indicators

PRACTICAL APPLICATION

Designing complaint management performance dashboards

DAY 05**Building a Customer-Centric Complaint Management Framework**

- International best practices in complaint management
- Leadership and culture for service excellence
- Continuous improvement and organizational learning
- Strategic planning for customer satisfaction enhancement

FINAL WORKSHOP

Developing a comprehensive Complaint Management & Service Recovery implementation plan that includes complaint handling procedures, investigation methodologies, service recovery strategies, customer communication protocols, regulatory compliance, digital complaint management solutions, customer analytics, performance measurement, continuous improvement initiatives, governance practices, and employee capability development to improve customer satisfaction, strengthen customer loyalty, reduce recurring complaints, enhance operational performance, and support sustainable banking success.



Register or Request More Information

Course page: <https://quest-training.com/courses/complaint-management-service-recovery>

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