



# Strategic Complaint Handling Excellence: Industry-Focused

This program provides participants with a practical and industry-relevant approach to managing customer complaints across sectors such as banking, telecommunications, aviation, and the public sector. It focuses on equipping participants with structured complaint handling frameworks while addressing the complexities of regulatory requirements, customer expectations, and high-stakes emotional interactions. Through realistic scenarios and multi-channel simulations, participants will learn how to deliver consistent, effective complaint experiences across touchpoints, while using insights from complaint data to identify systemic issues and drive continuous service improvement.

## Learning Outcomes

- Define complaint handling principles across banking, telco, aviation, and public sector
- Explain regulatory and customer expectations in each industry
- Apply complaint handling frameworks in multi-channel simulations
- Analyze complaint data to identify systemic service gaps
- Evaluate complaint handling effectiveness across industry scenarios
- Design industry-specific complaint resolution strategies
- Demonstrate emotional intelligence in high-pressure complaint situations
- Develop a cross-functional complaint improvement action plan



**Trainer  
Cheryll Anne  
Anthony Dass**

Cheryll brings over nine years of corporate experience in Learning & Development, having worked across multinational and international organizations. She has developed strong expertise in end-to-end L&D processes, from needs analysis and program design to execution and evaluation, consistently aligning learning strategies with business goals to deliver measurable impact. In the past two years, she has expanded her portfolio as a freelance trainer, partnering with clients across diverse industries. This experience has strengthened her adaptability and enhanced her ability to design and deliver learner-centric solutions tailored to different organizational contexts. Passionate about people development, Cheryll focuses on Leadership, Personal Development, and Learning & Development. She remains highly relevant in today's evolving training landscape by combining structured corporate rigor with agility, customization, and a human-centered approach to create meaningful and impactful learning experiences.

## → Modules

- Module 1: Complaint Landscape by Industry
- Module 2: Complaint Handling Frameworks (Applied by Industry)
- Module 3: Emotional Intelligence in High-Stakes Complaints
- Module 4: Service Recovery by Industry
- Module 5: Root Cause Analysis (RCA) by Industry
- Module 6: Omnichannel Complaint Handling
- Module 7: Metrics, SLA & Regulatory Expectations
- Module 8: Capstone – Industry Action Plan

**BOOK IN A QUICK CALL**

**+6019 572 0449**



[enquiry@knowledge-evo.com](mailto:enquiry@knowledge-evo.com)



[www.knowledge-evo.com](http://www.knowledge-evo.com)

## Strategic Complaint Handling Excellence: Industry-Focused

### 1. Overview:

This program provides participants with a practical and industry-relevant approach to managing customer complaints across sectors such as banking, telecommunications, aviation, and the public sector. It focuses on equipping participants with structured complaint handling frameworks while addressing the complexities of regulatory requirements, customer expectations, and high-stakes emotional interactions. Through realistic scenarios and multi-channel simulations, participants will learn how to deliver consistent, effective complaint experiences across touchpoints, while using insights from complaint data to identify systemic issues and drive continuous service improvement.

### 2. Learning Outcomes:

Upon completion of this one-day training program, participants will be able to:

- Define complaint handling principles across banking, telco, aviation, and public sector
- Explain regulatory and customer expectations in each industry
- Apply complaint handling frameworks in multi-channel simulations
- Analyze complaint data to identify systemic service gaps
- Evaluate complaint handling effectiveness across industry scenarios
- Design industry-specific complaint resolution strategies
- Demonstrate emotional intelligence in high-pressure complaint situations
- Develop a cross-functional complaint improvement action plan

### 3. Target Audience:

- Administrative employees, Executive, Supervisors, Team Leader, Section Head

### 4. Location:

- Petaling Jaya, Selangor

### 5. Course Outline:

#### DAY ONE

9:00am – 10:30am

Module 1: Complaint Landscape by Industry

- Banking: trust & compliance
- Telco: high-volume complaints
- Aviation: escalation pathways
- Public sector: accountability
- Activity: Industry Breakout Discussion - Identify top 5 complaint types per sector

10:30am – 11:00am Coffee Break

11:00am – 1:00pm

Module 2: Complaint Handling Frameworks (Applied by Industry)

- LEARN / HEARD frameworks
- Adapting frameworks to each industry
- Activity (Simulation): Banking fraud complaint, Telco billing dispute, Aviation delay complaint, Government service delay

1:00pm – 2:00pm Lunch Break

2:00pm – 3.30pm

Module 3: Emotional Intelligence in High-Stakes Complaints

- Emotional triggers by industry
- De-escalation techniques
- Activity: Live CX Lab; Handle same complaint in: Face-to-face (bank/public counter), Phone (call centre), Chat (digital channel)

3:30pm – 4:00pm Coffee Breaks

4:00pm – 5.00pm

Module 4: Service Recovery by Industry

- Deliver impactful recovery
- Activity: Design recovery strategies; Banking: trust rebuilding, Telco: speed & compensation, Aviation: empathy + recovery, Public sector: transparency

## DAY TWO

9:00am – 10:30am Module 5: Root Cause Analysis (RCA) by Industry

- Analyze complaints deeply
- Activity: Use real-world complaint datasets; Telco: repeated service issues, Banking: transaction errors, Public sector: process delays

10:30am – 11:00am Coffee Break

11:00am – 1:00pm Module 6: Omnichannel Complaint Handling

- Contact centre vs branch vs digital
- Customer frustration from repetition & delays
- Activity: Omnichannel Simulation: Same complaint handled across: Call, Email, Live chat, Social media

1:00pm – 2:00pm Lunch Break

2:00pm – 3.30pm Module 7: Metrics, SLA & Regulatory Expectations

- NPS, CSAT, FCR
- Industry SLAs (telco resolution timelines, aviation escalation)
- Activity: Analyze dashboard, Identify improvement actions

3:30pm – 4:00pm Coffee Breaks

4:00pm – 5.00pm Module 8: Capstone – Industry Action Plan

- Activity: Each team presents: Key complaint issue, Root cause, Industry-specific solution, 30-60-90 day roadmap

## 6. Certificate:

- Participants will be issued a Certificate of Attendance/Accomplishment upon successful completion of this training program

## 7. Registration Method:

- Online: <https://knowledge-evo.com/index.php/events2/>
- Contact our office: +6019 572 0449 or Email: [enquiry@knowledge-evo.com](mailto:enquiry@knowledge-evo.com)

## 8. Course Fee & HRD Corp Claimable:

- RM1800 per pax (inclusive of 8% SST)
- HRD Corp Claimable - Yes
- 5% Group discount is available - min 3 pax.

## 9. Training Date:

- 15 & 16 June 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)
- 6 & 7 July 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)
- 17 & 18 August 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)

## REGISTRATION FORM

Program Name			
Company Name			
Address:			
Tel & Extension No (if any):		Email:	
Participant Name #1			
Designation:		Email:	
Participant Name #2			
Designation:		Email:	
Participant Name #3			
Designation:		Email:	

**The JD14 Form/ Invoice should be directed to Mr/ Ms (Dept):**

Name of Authorizing Manager:			
Tel & Extension No (if any):		Email:	
Designation:		Department:	
Signature:		Company Stamp:	

Please make your cheque payable to: Knowledge Evolution Sdn Bhd | MAYBANK 5123-5231-7482

\*Please indicate the invoice number in the reference section for online transfers and send the bank in slip receipt to WhatsApps +6019 572 0449 or email: enquiry@knowledge-evo.com

**NOTE:**

- 1.Date & venue of seminar subject to change.
- 2.Payment must be made 14 days before the training date.
- 3.Registration cancelled 14 days prior to the event is subject to RM100 service charge per participant.
- 4.No refunds for notice received less than 14 days prior to the event. A substitution may be made at any time at no extra charge.
- 5.Program content may change subject to revision by our consultants from time to time.
- 6.Full fee is required with your registration. 5% Group discount is available - min 3 pax.