



EFFECTIVE COMPLAINT HANDLING WITH ISO 10002 TRAINING COURSE

14 - 18 DEC 2026

CASABLANCA

4500 € (PER PERSON)

REF: #ISO1999_267219



COURSE INTRODUCTION / OVERVIEW:

In today's competitive landscape, managing customer complaints effectively is not just a customer service function but a strategic imperative for organizational growth and sustainability. This course provides a comprehensive framework for establishing, implementing, and maintaining a world-class complaints handling process based on the ISO 10002 guidelines. Moving beyond mere compliance, this program, offered by BIG BEN Training Center, delves into the philosophy of viewing customer feedback as a valuable asset for continuous improvement. As articulated by authors like Janelle Barlow in her influential book "A Complaint Is a Gift," this training reframes complaints from problems to be solved into opportunities to be seized. Participants will explore the entire lifecycle of a complaint, from initial receipt and acknowledgement to investigation, resolution, and feedback analysis. We will cover the core principles of fairness, accessibility, responsiveness, and objectivity that underpin the ISO 10002 standard. This course is designed to equip professionals with the practical skills and strategic insights needed to transform their organization's complaint management system into a powerful tool for enhancing customer satisfaction, building loyalty, and driving product and service innovation.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Customer Service Managers and Team Leaders.
- Quality Assurance and Quality Control Professionals.
- Complaints Handling Officers and Staff.
- Operations Managers.
- Product Development Managers.
- Compliance and Risk Management Officers.
- Front-line Staff and Customer-facing Employees.
- Business Owners and Senior Management.



TARGET SECTORS AND INDUSTRIES:

- Banking and Financial Services.
- Healthcare and Pharmaceutical.
- Telecommunications and Information Technology.
- Retail and E-commerce.
- Hospitality and Tourism.
- Manufacturing and Engineering.
- Government Agencies and Public Sector Services.
- Utilities and Energy Sector.

TARGET ORGANIZATIONS DEPARTMENTS:

- Customer Service and Support Departments.
- Quality Assurance and Management Departments.
- Operations and Production Departments.
- Sales and Marketing Departments.
- Legal and Compliance Departments.
- Product and Service Development Departments.
- Human Resources Departments (for internal complaints).
- Strategic Planning Departments.



COURSE OFFERINGS:

By the end of this course, the participants will have able to:

- Understand the principles and requirements of the ISO 10002 standard for quality management in complaint handling.
- Design and implement a structured and effective complaint handling framework within their organization.
- Develop clear policies, procedures, and objectives for managing customer feedback and complaints.
- Apply systematic techniques for receiving, logging, acknowledging, and tracking complaints.
- Conduct thorough root cause analysis to identify the underlying issues behind customer dissatisfaction.
- Master effective communication and negotiation skills for resolving complaints and de-escalating conflicts.
- Utilize complaint data to drive continuous improvement in products, services, and processes.
- Prepare for internal and external audits of the complaint management system.
- Foster a customer-centric culture that values feedback and promotes loyalty.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in the workplace. This course moves beyond traditional lectures to create an immersive learning environment. We utilize a blend of expert-led presentations, real-world case studies from various industries, and interactive group discussions to explore the nuances of ISO 10002 implementation. A significant portion of the training is dedicated to hands-on workshops and role-playing exercises, allowing participants to practice key skills such as complaint investigation, root cause analysis, and effective customer communication in a controlled setting. Participants will work in teams on practical assignments, developing components of a complaint handling system and receiving constructive feedback from both the instructor and their peers. This collaborative approach fosters a rich learning experience, enabling the sharing of diverse perspectives and best practices. The methodology is focused on building not just knowledge, but also the confidence and competence to drive meaningful change within an organization's approach to customer satisfaction.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF ISO 10002 AND CUSTOMER SATISFACTION

- Introduction to the ISO 10000 family of standards.
- Understanding the key principles of ISO 10002: visibility, accessibility, responsiveness, and objectivity.
- The strategic importance of effective complaint management.
- Linking complaint handling to customer loyalty and retention.
- Defining the scope and objectives of a complaint-handling policy.
- Understanding the roles and responsibilities within a complaint management system.
- The concept of "A Complaint Is a Gift" and fostering a positive feedback culture.

UNIT TWO: DESIGNING THE COMPLAINT HANDLING FRAMEWORK

- Mapping the entire complaint handling process from receipt to closure.
- Developing a clear and accessible complaints policy for customers.
- Establishing communication channels for receiving complaints.
- Designing forms and systems for logging and tracking complaints.
- Defining service level agreements (SLAs) for response and resolution times.
- Ensuring the confidentiality and privacy of the complainant.
- Integrating the complaint handling framework with the overall Quality Management System (QMS).

UNIT THREE: OPERATIONAL PROCESSES FOR COMPLAINT MANAGEMENT

- Techniques for effective receipt and acknowledgement of complaints.
- Initial assessment and triage of incoming complaints.
- Systematic approaches to complaint investigation.
- Gathering evidence and interviewing relevant parties.
- Conducting root cause analysis using tools like the 5 Whys and Fishbone Diagrams.
- Documenting the investigation process and findings accurately.
- Managing internal and external communication during the investigation.



UNIT FOUR: RESOLUTION, COMMUNICATION, AND CLOSURE

- Developing appropriate solutions and remedies for complaints.
- Communicating the proposed resolution to the complainant effectively.
- Negotiation and conflict resolution skills for difficult situations.
- The psychology of service recovery and turning a negative experience into a positive one.
- Formally closing the complaint and documenting the outcome.
- Seeking feedback from the complainant on the handling process.
- Understanding options for external dispute resolution when internal processes are exhausted.

UNIT FIVE: MONITORING, MEASUREMENT, AND CONTINUOUS IMPROVEMENT

- Establishing key performance indicators (KPIs) for the complaint handling process.
- Techniques for analyzing complaint data to identify trends and patterns.
- Using complaint insights to drive improvements in products, services, and processes.
- Conducting internal audits of the complaint management system.
- Preparing for and participating in management reviews of the system's performance.
- Implementing corrective and preventive actions (CAPA).
- Creating a culture of continuous improvement based on customer feedback.

FAQ:

QUALIFICATIONS REQUIRED FOR REGISTERING TO THIS COURSE?

There are no requirements.

HOW LONG IS EACH DAILY SESSION, AND WHAT IS THE TOTAL NUMBER OF TRAINING HOURS FOR THE COURSE?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.



SOMETHING TO THINK ABOUT:

Beyond procedural compliance, how can an organization embed the 'complaint as a gift' philosophy into its core culture to drive genuine innovation and customer-centricity?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by moving beyond a purely procedural walkthrough of the ISO 10002 standard. While it provides a robust and comprehensive understanding of the standard's requirements, its unique value lies in its strategic and psychological approach to complaint management. We focus on transforming the organizational mindset, embedding the philosophy that customer complaints are not administrative burdens but invaluable strategic assets. The curriculum integrates principles from behavioral science and customer psychology, exploring concepts like the service recovery paradox, which explains how a well-handled complaint can result in a more loyal customer than one who never had a problem at all. Unlike courses that may focus heavily on documentation and compliance, this program emphasizes the development of practical skills through immersive role-playing and complex case studies that mirror real-world challenges. Participants will learn not just what to do, but how to do it with empathy, strategic foresight, and a focus on fostering long-term customer relationships. The training is designed to empower leaders to champion a culture of proactive listening and continuous improvement, making the complaint management system a central driver of business excellence and competitive advantage.