ISO 10002 Customer Satisfaction and Complaints Handling Training Course

22 - 26 Nov 2026

Dubai

4800 € (Per Person)

Ref: #ISO9902_230096

Course Introduction / Overview:

In today's competitive landscape, managing customer complaints effectively is no longer a reactive necessity but a strategic imperative for sustainable growth and brand loyalty. This course provides a comprehensive framework for mastering customer satisfaction through the internationally recognized ISO 10002 guidelines. It moves beyond basic customer service to instill a proactive culture of continuous improvement, transforming complaints from potential liabilities into valuable assets for organizational learning and innovation. Drawing on principles from seminal works like "A Complaint is a Gift" by Janelle Barlow and the service quality research of academics such as A. Parasuraman, this program equips participants with the tools to design, implement, and maintain a robust complaint handling system. At BIG BEN Training Center, we have designed this course to be intensely practical, ensuring that every concept is linked to real-world application, enabling organizations to not only meet customer expectations but consistently exceed them, thereby fostering long-term customer retention and a powerful competitive advantage. This journey will cover everything from establishing a clear complaint handling policy to conducting root cause analysis and integrating feedback into strategic planning.

Target Audience / This training course is suitable for:

- Customer Service Managers and Directors.
- Quality Assurance and Quality Control Professionals.
- Complaints Handling Officers and Team Leaders.
- Operations and Branch Managers.
- Front-line Customer Service Representatives.
- Compliance and Risk Management Officers.
- Product and Service Development Managers.
- Anyone involved in the customer journey and experience management.

Target Sectors and Industries:

- Banking, Insurance, and Financial Services.
- Telecommunications and Information Technology.
- Healthcare and Pharmaceutical sectors.
- Retail, E-commerce, and Consumer Goods.
- Hospitality, Travel, and Tourism.
- Governmental bodies and Public Sector Agencies.
- Manufacturing and Automotive industries.
- Utilities and Energy providers.

Target Organizations Departments:

- Customer Service and Client Relations.
- Quality Management and Assurance.
- Operations Management.
- Sales and Marketing.
- Legal, Risk, and Compliance.
- Product Development and Innovation.
- Human Resources and Training.
- Strategic Planning and Business Development.

Course Offerings:

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

- Interpret the principles and requirements of the ISO 10002 standard for practical implementation.
- Design and establish a customer-centric complaints handling policy and framework.
- Develop effective procedures for receiving, logging, acknowledging, and tracking complaints.
- Conduct thorough root cause analysis to identify systemic issues behind customer complaints.
- Implement effective corrective and preventive actions to prevent recurrence of issues.
- Enhance communication skills for managing difficult conversations and resolving conflicts.
- Measure and monitor the performance of the complaints handling process using key metrics.
- Prepare for internal and external audits of the complaints management system.
- Foster a culture of continuous improvement driven by customer feedback.
- Integrate the complaints handling system with other management systems like ISO 9001.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and focused on practical application to ensure a lasting impact on participant skills and organizational performance. We believe that adult learning is most effective when it is experiential and directly relevant to the participant's professional challenges. Therefore, this course moves beyond traditional lectures and incorporates a rich blend of learning techniques. Participants will engage in detailed case study analyses of real-world complaint scenarios, allowing them to dissect complex situations and strategize effective solutions. Group discussions and brainstorming sessions will facilitate peer-to-peer learning and the exchange of diverse perspectives. Role-playing exercises will provide a safe environment to practice and refine communication and conflict resolution skills. The course will also feature practical workshops on designing complaint forms, process mapping, and conducting root cause analysis. Our expert instructors act as facilitators, guiding participants through the material and providing personalized feedback to ensure that the theoretical principles of ISO 10002 are successfully translated into tangible, actionable strategies that can be implemented immediately in the workplace.

Course Agenda (Course Units):

Unit One: Foundations of ISO 10002 and Customer Satisfaction

- Introduction to Quality Management and Customer Satisfaction.
- Overview of the ISO 10000 series of standards.
- Key principles of ISO 10002: Visibility, Accessibility, Responsiveness, and Objectivity.
- The business case for an effective complaint handling system.
- Understanding the link between complaint handling, customer loyalty, and profitability.
- Defining the scope and objectives of your complaints management system.
- The role of top management commitment in fostering a customer-centric culture.

Unit Two: Designing the Complaints Handling Framework

- Developing a clear and concise complaints handling policy.
- Establishing roles, responsibilities, and authorities within the process.
- Planning for necessary resources: human, technological, and financial.
- Ensuring accessibility of the complaints process for all customers.
- Designing user-friendly complaint submission channels.
- Confidentiality and data protection considerations in complaint management.
- Integrating the framework with existing organizational processes.

Unit Three: The Operational Complaints Handling Process

- The process of receiving and logging complaints accurately.
- Acknowledging receipt of the complaint promptly and empathetically.
- Initial assessment and triage of complaints.
- Techniques for effective investigation and information gathering.
- Communicating with the complainant throughout the process.
- Formulating a response and determining the resolution.
- Communicating the decision and closing the complaint.

Unit Four: Analysis, Monitoring, and Continuous Improvement

- Introduction to root cause analysis techniques (e.g., 5 Whys, Fishbone Diagram).
- Identifying trends and patterns in complaint data.
- Implementing effective corrective and preventive actions (CAPA).
- Establishing key performance indicators (KPIs) for the complaints process.
- Monitoring customer satisfaction with the handling process.
- Collecting and analyzing customer feedback for service improvement.
- Reporting on performance to management.

Unit Five: Maintaining Compliance and Enhancing the System

- The role of internal audits in verifying system effectiveness.
- Preparing for and managing an external audit or certification process.
- Conducting management reviews of the complaints handling system.
- Integrating ISO 10002 with other management systems like ISO 9001.
- Training and competency development for staff involved in complaints handling.
- Leveraging technology and software for efficient complaint management.
- Building a proactive culture that uses feedback for strategic innovation.

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 resolving individual complaints, how can an organization systemically leverage complaint data to drive strategic innovation and pre-empt future service failures?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a strategic, business-centric approach to the ISO 10002 standard, rather than focusing solely on procedural compliance. While other programs may teach the clauses of the standard, our curriculum is designed to transform your complaints handling function from a cost center into a powerful engine for strategic intelligence and continuous improvement. We emphasize the "why" behind the "what," delving deep into advanced root cause analysis techniques that uncover systemic operational flaws, not just surface-level symptoms. The course places a significant focus on the cultural and leadership aspects required to embed a truly customer-centric mindset throughout an organization. Participants will learn not just how to process a complaint, but how to analyze aggregated complaint data to inform product development, refine service delivery, and gain a competitive edge. Our methodology prioritizes interactive, problem-solving workshops over passive lectures, ensuring that participants leave with not only knowledge of the standard but also the critical thinking skills and practical tools to build a resilient, learning-oriented complaints management system that drives tangible business results and enhances customer loyalty.