

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Implementing and Managing a Customer Complaints System

Code	City	hotel	Start	End	price	Language - Hours
SM-311SA	Riyadh	Hotel Meeting Room	2026-12-06	2026-12-10	9950 SR	En - 25

Program Objectives

By the end of the program, participants will be able to:

- Understand the concepts and importance of customer feedback.
- Know the flow of customer feedback in an organization.
- Design a customer feedback system to enhance organizational performance.
- Improve existing system and benchmark against world class standards.
- Assess and audit complaints systems.

This Program is designed for

Staff members who deal with customer feedback and customer service staff or team members who are working to develop effective customer feedback systems. This program is worth 25 NASBA CPEs.

Program Outline

Introduction to Understanding Your Customers

• Who Is Your Customer?
• Importance of Customers Feedback
• Types of Customers

Introduction to Complaints Management

• What Is a Complaint?
• What Are the Sources of Complaints?
• Why Should an Organization Seek Complaints?
• Complaints Are Golden Opportunities for Improvement

Introduction to Complaints Management Standards

• Why Standards?
• Types of Standards
• ISO 10002 as a Model
• The Impact of Customer Attitudes towards Complaining and Organizational Reactions
• Business Needs and Commercial Implications

Essential Elements of a Complaints Management System

• Scope and Policy
• Planning
• Resource/Competence
• Logging and Receiving Complaints
• Implementation and Operation
• Management Review
• Corrective and Preventive Actions

Designing and Implementing an Effective Customer Complaint System

• Complaint Definition, Handling, Escalation and Resolution
• Developing a System Including Workflow and Process Mapping
• Monitoring, Measurement and Management Review
• Audits in Principle and Practice
• Possible Barriers

Writing a Customer Complaint Procedure

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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