

Leadership & Management Development



2.10 Managing Complaints and Challenging Customers

The programmes within this Personal Development pillar are not “off-the-shelf” courses. They are designed as a menu of development options that can be combined, adapted and shaped to reflect what is really happening for individuals and teams within your organisation. What begins as a request for confidence, resilience or mindset support often reveals something deeper – identity, self-belief, emotional commitment or the ability to navigate change.

These outlines are therefore best read as catalysts for discussion – prompts to help you reflect on how people see themselves, how they show up at work and what inner shifts are required to unlock stronger performance and fulfilment. In practice, the most effective solutions often draw on complementary elements from across our other pillars – Communication, Management and Leadership, Business Development and Senior-Level Leadership and Talent Development. Every intervention we deliver is built in partnership with you, around your culture, your people and the outcomes you need to achieve.

Course Overview

Challenging interactions are a normal part of customer service. The key is responding in a way that protects reputation, maintains professionalism and improves the customer experience. This practical one-day programme equips participants with the communication skills and confidence to handle complaints effectively and turn negative situations into positive outcomes.

Through realistic practice, participants will learn to listen actively, manage emotions, and use techniques that de-escalate tension and maintain trust.

Who Should Attend

Designed for anyone who interacts with customers directly or supports complaint resolution, including:

- Customer service and support staff
- Sales and account management professionals
- Team leaders and supervisors
- Anyone aiming to handle complaints with confidence and professionalism

Context

How an organisation responds to complaints directly influences trust, reputation and long-term loyalty. In challenging situations emotions often run high, yet customers expect professionalism, understanding and quick resolution. When handled poorly, complaints can escalate and negative experiences can spread widely.

At Expleo we help customer-facing professionals stay calm under pressure, listen with empathy and respond with clarity. This programme supports participants to manage difficult conversations with confidence, turning moments of frustration into opportunities to demonstrate care and strengthen customer relationships.

How Certification is Earned

Upon successful completion of this course, participants will be awarded a certificate of attendance from Expleo Academy.

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Course Objectives

By the end of the programme participants will be able to:

- Recognise the importance of effective complaint handling on customer loyalty
- Listen actively to understand concerns and emotions
- Use empathy and positive language to reinforce confidence
- Respond to frustration and anger with calm professionalism
- Apply de-escalation techniques to reduce tension and find a constructive way forward
- Identify opportunities to turn dissatisfaction into loyalty
- Contribute to reducing recurring complaints through proactive service recovery

Course Outline

1. The Value of Effective Complaint Management

- How complaints shape satisfaction and reputation
- Opportunities for improvement and loyalty building

2. Active Listening and Empathy

- Understanding customers' concerns fully
- Showing that feedback is acknowledged and valued

3. Responding Professionally in Challenging Interactions

- Maintaining composure under pressure
- Using respectful and solution-focused communication

4. De-escalation Techniques

- Recognising early signs of emotional escalation
- Language and behaviours that calm situations

5. Turning Negative Experiences into Positive Outcomes

- Restoring confidence and credibility
- Rebuilding trust and relationships

6. Supporting a Service Improvement Culture

- Logging issues and identifying trends
- Preventing repeat complaints wherever possible

Training Methodology

Participants will learn in a supportive, interactive environment using:

- Role-plays and realistic scenarios
- Group discussion and peer learning
- Facilitator feedback on communication and approach
- Tools and techniques for immediate workplace application

Delegates will leave with greater confidence and practical skills for effective complaint resolution.

Contact

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