COMPLAINTS MASTERY BY BRANDLOVE

Customer Complaints Mastery

The art and science of turning angry customers into loyal fans.

A two-day, in-house training experience for customer-facing teams.

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THE PROBLEM

Your customer is angry. Is your employee ready?

A customer has been transferred four times, repeated their story to three people and been promised a callback that never happened. By the time they reach your employee, they're angry about how they've been treated. Nobody taught your employee how to manage the emotions in that moment — so they quote policy, become defensive or promise what they cannot deliver.

> *The real question isn't whether your employees know your complaints process. It's whether they know how to rescue the human relationship behind the complaint.*

THE BIG IDEA

You can close a complaint and still lose the customer.

The problem that needs fixing

What went wrong? What needs to happen? Who is responsible? When will it be resolved?

The emotion that needs addressing

Does the customer feel heard? Do they trust you? Do they believe someone genuinely cares?

Fix the problem. Restore the confidence. Rebuild the relationship.

THE PROMISE

Your people will learn to:

- Understand the psychology behind customer anger and frustration.
- Recognise emotional triggers before situations escalate.
- Regulate their own emotions under pressure.
- Listen for the customer's needs, fears and expectations.
- De-escalate difficult conversations using practical communication techniques.
- Show empathy without accepting abuse or making inappropriate commitments.
- Take ownership and navigate complaints towards resolution.
- Rebuild confidence through clear communication and reliable follow-through.
- Protect their own emotional wellbeing during challenging interactions.
- Recognise patterns in complaints that reveal opportunities for improvement.

THE EXPERIENCE

This is not another course about saying sorry.

Human before process

We start with the person behind the complaint, not the case number.

Emotion before solution

Participants learn how to recognise and respond to emotional needs alongside practical problems.

Practice before perfection

Realistic scenarios help participants develop confidence in a safe learning environment.

Tools people remember

Simple, practical BrandLove frameworks make the learning easier to apply when pressure rises.

Energy matters

Employees learn how to reset, recover and avoid carrying one difficult interaction into the next.

THE TWO-DAY PROGRAMME

Day 1: Master the emotion

Understand the anger. Manage your response. Change the conversation.

MODULE 1	**The human behind the complaint**	What is your customer really angry about?
MODULE 2	**The psychology of anger**	Why do small problems sometimes create enormous reactions?
MODULE 3	**Master your own emotional state**	Can you stay calm when someone else is losing control?
MODULE 4	**Angry Customers Bootcamp**	What do you do when the customer starts shouting?

The Day 1 breakthrough: Participants develop a deeper understanding of why customers become angry and build practical confidence in managing emotionally difficult conversations.

Day 2: Master the recovery

Take ownership. Fix what went wrong. Rebuild customer trust.

MODULE 5

Heard. Helped. Held.

Does your customer feel supported or simply processed?

MODULE 6

The BrandLove Complaints Mastery Toolkit

What if every employee had a practical roadmap for difficult conversations?

MODULE 7

From apology to action

Are your employees saying sorry or making things right?

MODULE 8

The Customer Complaints Mastery Challenge

Can you turn the conversation around when everything seems to be going wrong?

The Day 2 breakthrough: Participants leave with practical tools, improved confidence, experience applying their skills and a personal action plan for their next difficult customer conversation.

Who should attend?

- Customer service and contact centre employees.
- Complaints and escalations specialists.
- Frontline service teams.
- Customer retention and loyalty teams.
- Team leaders and supervisors.
- Customer-facing employees in banking, insurance, healthcare, hospitality, retail and other service industries.

THE BUSINESS IMPACT

What better complaint handling means for your business

For customers

• More empathetic and consistent complaint handling.

• Clearer explanations and expectations.

• Stronger ownership and follow-through.

• Greater opportunities to rebuild confidence after service failures.

For employees

• Greater confidence handling emotionally demanding situations.

• Practical tools to manage stress and respond constructively.

• Less reliance on defensive language and rigid scripts.

• A clearer sense of ownership and purpose.

• Better emotional recovery between difficult interactions.

For leaders

• More consistent service recovery behaviours.

• Stronger frontline capability.

• Opportunities to reduce avoidable escalations.

• Better coaching conversations.

• Improved visibility of recurring customer pain points.

THE INVESTMENT

R270,000 for up to 15 participants

Equivalent to R18,000 per participant at 15 attendees. Additional participants: R15,000 each.

Participants	Programme investment
Up to 15	R270,000
16	R285,000
20	R345,000
25	R420,000
30	R495,000

Prices exclude VAT and applicable facilitator travel and accommodation.

WHAT'S INCLUDED

- Two full days of facilitator-led, on-site training at your premises.
- Programme preparation and alignment with your organisation's context.
- Interactive exercises and realistic customer complaint simulations.
- Participant learning materials.
- Practical BrandLove complaints handling and service recovery tools.
- Personal action planning.
- Certificates of completion.

TERMS

- The programme is delivered on-site at the client's premises.
- The standard fee covers delivery in Cape Town.
- For locations outside Cape Town, facilitator travel and accommodation are charged separately.
- All prices exclude VAT.
- Larger groups may require additional facilitation support to preserve the quality of participation and feedback. Any additional requirements will be discussed and quoted in advance.

FREQUENTLY ASKED QUESTIONS

Is Customer Complaints Mastery suitable for employees with no previous complaints training?

Yes. The programme introduces the essential principles of customer emotion, communication and service recovery, while offering realistic practice for more experienced employees.

Can the programme be customised for our organisation?

Yes. Customer scenarios, terminology and exercises can be adapted to reflect your industry, customer challenges, service recovery processes and escalation requirements.

How long is the programme?

Two full days of facilitator-led, experiential learning.

Where is the training delivered?

On-site at your organisation's premises.

What is the maximum number of participants?

The standard group is up to 15 participants. Larger groups can be accommodated, subject to suitable facilitation arrangements.

Are travel and accommodation included?

The standard programme fee covers delivery in Cape Town. Facilitator travel and accommodation for locations outside Cape Town are charged separately.

Is VAT included?

No. All prices exclude VAT.

Will participants receive certificates?

Yes. Participants who complete the programme receive certificates of completion.

Can we measure the impact of the training?

Yes. We recommend agreeing on practical measures before delivery, including participant confidence, demonstrated skills, quality assurance observations and relevant complaint-handling indicators.

Can managers attend?

Yes. Managers and team leaders can benefit from the programme, especially when they are responsible for coaching and reinforcing the skills afterwards.

Is this an accredited qualification?

The programme includes a BrandLove certificate of completion. No external accreditation is claimed unless separately confirmed.

Ready to build a more confident team?

Email **hello@brandlove.co.za** or call **+27 83 603 8249** to request a proposal. complaintsmastery.com