



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Customer Query And Complaint Resolution Training

Services / Wholesale and Retail

Unit Standard 114911 · NQF Level 3 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to handle customer queries and complaints professionally, ensuring effective resolution and enhanced customer satisfaction. Participants will learn to apply communication techniques, problem-solving strategies, and service recovery methods to turn negative experiences into positive outcomes.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	114911
Accreditation	SAQA Accredited · NQF Level 3 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply active listening and questioning techniques to accurately identify customer queries and complaints.
- Analyze the root cause of customer complaints to determine appropriate resolution strategies.
- Evaluate different service recovery options and select the most suitable approach for each situation.
- Demonstrate effective communication skills to manage customer expectations and diffuse tension.
- Implement a structured complaint resolution process that aligns with organisational policies.
- Design a personal action plan for continuous improvement in handling customer queries and complaints.

WHO SHOULD ATTEND

- This course is ideal for frontline staff, customer service representatives, call centre agents, and any employees who interact with customers and need to manage complaints effectively.

COURSE OUTLINE

Day 1: Foundations of Customer Service and Complaint Handling

- Introduction to customer service excellence
- Types of customers and their needs
- Communication fundamentals: verbal and non-verbal
- Overview of complaint handling policies and procedures
- The impact of poor complaint resolution on business

Day 2: Effective Communication and Active Listening

- Active listening: techniques and practice
- Open-ended and closed-ended questioning
- Empathy statements and rapport building
- Overcoming communication barriers
- Role-play: handling a customer query

Day 3: Complaint Resolution Models and Problem-Solving

- The complaint resolution process: acknowledgment to follow-up
- HEAT model in practice
- Problem-solving frameworks (e.g., 5 Whys, root cause analysis)
- Distinguishing queries from complaints
- Case studies: resolving common complaints

Day 4: Managing Difficult Customers and De-escalation

- Types of difficult customer behaviours
- De-escalation strategies: staying calm, validating feelings
- Conflict resolution techniques
- Assertive communication vs aggressive or passive
- Escalation procedures and documentation

Day 5: Continuous Improvement and Practical Integration

- Analysing complaint data for trends
- Continuous improvement tools: PDCA cycle, feedback loops
- Simulated complaint resolution exercise
- Peer and facilitator feedback
- Developing an action plan for workplace application

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **8 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 23,000.00	R 23,000.00
1	In-House	R 29,900.00	R 29,900.00
1	On-Campus (Pretoria)	R 34,500.00	R 34,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 114911) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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