



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 Complaint Handling Skills

Business, Commerce and Management Studies / Marketing

Unit Standard 252210 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the skills to professionally handle a range of customer complaints, from minor issues to escalated conflicts. Participants will learn to apply structured complaint-handling processes, manage emotional interactions, and turn complaints into opportunities for service recovery and customer retention.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252210
Accreditation	SAQA Accredited · NQF Level 4 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply a structured process to acknowledge, investigate, and resolve customer complaints.
- Demonstrate active listening and empathy when engaging with dissatisfied customers.
- Analyze complaints to identify root causes and recommend appropriate solutions.
- Implement service recovery techniques to restore customer trust and satisfaction.
- Evaluate the effectiveness of complaint handling and suggest improvements to processes.

WHO SHOULD ATTEND

- This course is designed for frontline staff, customer service representatives, call centre agents, and anyone in a client-facing role who needs to manage complaints effectively.

COURSE OUTLINE

Day 1: Foundations of Customer Complaint Handling

- Introduction to customer complaint handling and its impact on business.
- The complaint handling process: acknowledge, listen, empathize, resolve, follow-up.
- Active listening and empathy skills.
- Communication techniques: tone, language, and body language.
- De-escalation strategies for angry customers.
- Service recovery and turning complaints into opportunities.
- Documenting complaints for analysis and improvement.
- Role-play scenarios for practice.

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 **4 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 12,800.00	R 12,800.00
1	In-House	R 16,600.00	R 16,600.00
1	On-Campus (Pretoria)	R 19,200.00	R 19,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	10 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	11 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	12 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
14 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
14 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	17 Aug 2026	On-Campus	Dubai, UAE

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 252210) 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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