PRIYA SUPER / CUSTOMER EXPERIENCE

Customer Communication

& Complaint Handling

1 day | 6 learning hours | English or Bahasa Malaysia

A customer should not need to repeat the same concern at every handover. Priya helps your team practise empathetic responses, realistic options and clear ownership so each interaction has a useful next step.

Help customers feel heard and make the next step clear, while giving service teams a consistent way to handle concerns and handovers.

WHO IT IS FOR

Customer-facing staff, service teams, administrators and supervisors who respond to enquiries, dissatisfaction and complaints.

WHAT YOUR TEAM WILL BE ABLE TO DO

1. Identify the customer need using listening and clarification.
2. Acknowledge a concern without making unsupported promises.
3. Explain options, ownership and next steps clearly.
4. Document and hand over a complaint using the organisation's escalation process.

BUILT AROUND YOUR WORK

Priya uses your typical enquiries, complaint situations and escalation limits to make the practice relevant. The existing CX topics and learning objectives are retained.

PRACTICE & TAKEAWAYS

Review a complaint role-play and written response for empathy, clarity, accuracy and ownership. Take away a response planner and handover checklist.

WORKSHOP FLOW

Customer Communication

09:00-10:30

See the customer perspective

Expectations, service touchpoints and verbal/nonverbal signals. Exercise: map a frustrating interaction from the customer's perspective.

10:45-12:15

Respond with empathy and clarity

Listening, acknowledgement and positive service language. Exercise: rewrite defensive responses and practise a calm opening.

13:15-14:45

Handle the complaint

Clarify facts, explain options and respect authority limits. Exercise: role-play a delayed service or unresolved customer issue.

15:00-16:30

Close the loop

Summarise agreements, record facts and hand over effectively. Exercise: write a response and handover note, then peer-review them.

PREPARATION & DELIVERY

Bring anonymised service scenarios and the relevant complaint/escalation process. No specialist software required. Case examples are agreed with the organiser.

Customer-perspective exercises, role-play, response rewriting and group debriefs.

Breaks and lunch are outside the learning hours. Tell Priya your team size, daily challenges and preferred dates to shape the programme.