

MASTERING THE ART OF CUSTOMER CONFLICT: TURNING CHALLENGES INTO OPPORTUNITIES

14 Hours **Zoom & Physical**
Program



HYBRID TRAINING

21 & 22 Sept 2026 (Mon & Tue)

-  Remote Online Training (Zoom) &
-  Wyndham Grand Bangsar
Kuala Lumpur Hotel (Physical)
- ** Choose either Zoom OR Physical Session**



**100% HRDC
CLAIMABLE**

LEARNING OUTCOMES

✓ Identify and Categorize Difficult Customer Behaviors

Participants will be able to recognize different types of difficult customers (angry, passive, demanding, etc.) and understand the common triggers for their dissatisfaction.

✓ Develop Effective Communication Skills

Participants will learn techniques for active listening, using positive language, and maintaining a professional tone during challenging interactions.

✓ Apply De-escalation Techniques

Participants will practice strategies to calm angry customers, reduce tension, and build rapport to create a more cooperative atmosphere.

✓ Follow a Structured Complaint Management Process

Participants will be able to efficiently gather information, ask probing questions, and document complaints accurately to facilitate timely resolution.

✓ Demonstrate Proficiency in Handling Verbal Complaints

Participants will master the skills needed to manage phone and face-to-face complaints professionally, even in emotionally charged situations.

✓ Employ Advanced Conflict Resolution and Problem Solving Skills

Participants will learn how to identify the root causes of complaints, offer suitable alternatives, and resolve complex issues effectively.

✓ Build Emotional Resilience and Stress Management Skills

Participants will gain tools to handle the stress associated with dealing with difficult customers and learn how to maintain a positive mindset.

✓ Turn Customer Complaints into Opportunities for Improvement

Participants will be able to use customer feedback to identify areas for improvement, enhance customer satisfaction, and strengthen relationships with customers.

REGISTER 3 PAX, FREE 1 SEAT

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COURSE OVERVIEW

This 2-days training on "How to Handle Difficult Customers" is designed to equip participants with the skills to effectively manage challenging customer interactions, whether via phone or face-to-face, with external customers like dealers or end users. Day 1 focuses on understanding customer behavior, mastering communication techniques, de-escalating tense situations, and implementing a structured complaint management process. Participants will also learn how to handle complaints over the phone with professionalism and empathy. Day 2 builds on these foundations by introducing advanced conflict resolution skills, strategies for managing difficult in-person scenarios, stress management techniques, and approaches to turn complaints into opportunities for business improvement. Through role-playing, case studies, and practical exercises, participants will develop the confidence and resilience needed to handle even the most difficult customer interactions successfully.

METHODOLOGY

Quizzes. For long, complicated training, stop periodically to administer brief quizzes on information presented to that point. Begin sessions with a prequiz and let participants know there will also be a follow-up quiz. Trainees will stay engaged in order to improve their prequiz scores on the final quiz. Further this will motivate participants by offering awards to the highest scorers or the most improved scores.

Small group discussions. Break the participants down into small groups and give them case studies or work situations to discuss or solve. This is a good way for knowledgeable veteran employees to pass on their experience to newer employees.

Case studies. Adults tend to bring a problem-oriented way of thinking to workplace training. Case studies are an excellent way to capitalize on this type of adult learning. By analyzing real job-related situations, employees can learn how to handle similar situations. They can also see how various elements of a job work together to create problems as well as solutions.

Active summaries. Create small groups and have them choose a leader. Ask them to summarize the lecture's major points and have each team leader present the summaries to the class. Read aloud a prewritten summary and compare this with participants' impressions.

Q & A sessions. Informal question-and-answer sessions are most effective with small groups and for updating skills rather than teaching new skills. For example, some changes in departmental procedure might easily be handled by a short explanation by the supervisor, followed by a question-and-answer period and a discussion period.

Question cards. During the lecture, ask participants to write questions on the subject matter. Collect them and conduct a quiz/review session.

Role-playing. By assuming roles and acting out situations that might occur in the workplace, employees learn how to handle various situations before they face them on the job. Role-playing is an excellent training technique for many interpersonal skills, such as customer service, interviewing, and supervising.

Participant control. Create a subject menu of what will be covered. Ask participants to review it and pick items they want to know more about. Call on a participant to identify his or her choice. Cover that topic and move on to the next participant.

Demonstrations. Demonstrate the steps being taught or the processes being adopted.

Other activities.

- Create a personal action plan
- Paraphrase important or complex points in the lecture

COURSE CONTENT

Day 1: 9.00am - 5.00pm

Module 1: Understanding the Difficult Customer

- Identifying different types of difficult customers (angry, passive, demanding, etc.)
- Common triggers that cause customer dissatisfaction
- The importance of emotional intelligence in customer interactions

Module 2: Effective Communication Techniques

- Active listening skills: How to truly hear the customer
- Tone of voice and language: Using positive and neutral phrases
- Avoiding defensive or confrontational responses

Module 3: De-escalating Emotional Situations

- Techniques to calm down an angry customer
- Building rapport to reduce tension
- Apologizing effectively without admitting fault (when applicable)

Module 4: Complaint Management Process

- Gathering information from customers efficiently
- Asking the right probing questions to understand the issue
- Documenting complaints accurately for resolution tracking

Module 5: Resolving Complaints Over the Phone

- Structuring a phone conversation for complaint resolution
- Greeting, listening, offering solutions, and closing
- Handling verbal abuse or inappropriate language professionally

Following up with customers to ensure satisfaction

Day 2: 9.00am - 5.00pm

Module 1: Advanced Conflict Resolution Skills

- Identifying the root cause of recurring complaints
- Problem-solving techniques for resolving complex issues
- How to offer alternatives without frustrating the customer

Module 2: Managing Difficult Situations in Person

- Reading non-verbal cues during face-to-face interactions
- Using empathy and acknowledgment to ease complaints
- Handling public complaints or group situations diplomatically

Module 3: Building Resilience in Challenging Scenarios

- Stress management for customer-facing roles
- Turning negative interactions into learning opportunities
- Recognizing when to involve a supervisor or escalate the issue

Module 4: Turning Complaints into Opportunities

- Using feedback from complaints to improve products/services
- Training customers to use products/services effectively
- Creating positive customer experiences post-resolution