



**AVENTIS**  
LEARNING GROUP



**2024 Edition**

# Turning Customer Complaints into Opportunities

**Up to 70%  
Funding**

**TGS-2022602097 | IBF-STC Accredited**



Corporate Learning  
**SINGAPORE  
PRESTIGE AWARDS**  
2021/22 WINNER





# OVERVIEW

In every business, it is inevitable to receive some negative feedback or complaints from customers. For most businesses, customer complaints may even be a daily reality that they need to manage and resolve.

However, if you were to look at it from another perspective, customer complaints could be the golden opportunity for your company to gain the most loyal customers in turn – only if complaints are managed well! Customer complaints **provide a gold mine of valuable data and information** that will help you **understand your customers even better and improve customer retention**. Complaints and feedback from your customers will be able to give you valuable insights into potentially pervasive problems that you could investigate and resolve once and for all.

## Upon completion of this 2-Day course, learners can expect to...

- Apply the appropriate methods to enhance your knowledge of your customers, products, and service offerings
- Demonstrate the ability to establish rapport with customers using Communication Techniques
- Illustrate the common types of post-sales / service follow-ups
- Identify the types of service challenges and opportunities that may arise during post-sales / service follow-ups
- Implement the service recovery techniques to effectively respond to escalated service challenges
- Apply the proven techniques of responding to service opportunities to turn customer sceptics into loyal advocates



**2 Days**  
**9.00 am - 5.00 pm**



**Classroom Learning @**  
Holiday Inn Orchard City  
Centre

# WHO SHOULD ATTEND?

This course is suitable for professionals in the Financial Industry who have frequent contact with internal and external customers.



Salespeople who are seeking to master customer-centric selling by aligning offerings, building relationships, and leveraging feedback



Service personnel who are seeking to deliver exceptional service experiences through personalization, empathy, and continuous improvement



Operations personnel who are seeking to optimize processes and products/services to ensure seamless customer journeys and build loyalty

# ABOUT IBF-STSCOURSES

This course has been accredited under the Skills Framework for Financial Services / IBF Standards: Future-Enabled Skills [to reflect accordingly] and is eligible for funding under the IBF Standards Training Scheme (IBF-STSC), subject to all eligibility criteria being met.

Participants are advised to assess the suitability of the course and its relevance to his/her business activities or job roles.

The IBF-STSC is available to eligible entities and individuals based on the prevalent funding eligibility, quantum and caps. IBF-STSC provides 50% - 70% course fee subsidy support for direct training costs subject to a cap of S\$3,000 per candidate per course subject to all eligibility criteria being met.

Find out more on [www.ibf.org.sg](http://www.ibf.org.sg).

## Technical Skills and Competencies



Customer Relationship and Stakeholder Management - Service Challenges

## Proficiency Level

# 3

## CPD hours

# 13

(Only applicable for company-sponsored learners)

## Course Assessments

At the end of the course on the second day, there will be a **45-minute MCQ assessment** (passing grade: 70%).

## Certificate Awarded

Learners who have successfully completed this course will **receive an e-certificate for attendance**.



# FUNDING SUPPORT & COURSE FEES

## Who is eligible for IBF funding support?

The IBF Standards Training Scheme ("IBS-STs") provides funding for training and assessment courses **accredited under the Skills Framework for Financial Services**.

This scheme is available for **both self-sponsored and company-sponsored individuals**.



### Eligible Individuals

Singapore Citizens or Singapore Permanent Residents, physically based in Singapore

AND

Successfully completed IBF-STs accredited course (including passing all relevant assessments and examinations)



### Eligible Companies

Singapore-based Financial Institutions regulated by MAS (licensed or exempt from licensing by MAS)

OR

FinTech firms certified by Singapore FinTech Association (SFA)

## Course Fees

For classes commencing on 1st January 2024 onwards

	Before GST	After GST
<b>Full Course Fee</b>	S\$1,280.00	S\$1,395.20
<b>Singapore Citizens below 40 years or PR (after 50% funding)</b>	S\$640.00	S\$755.20
<b>Singapore Citizens aged 40 years and above (after 70% funding)</b>	S\$384.00	S\$499.20

# COURSE OUTLINE

## Module 1

Understanding your Customers, and  
Products / Service Offerings

## Module 2

Building Rapport and Enhancing  
Influencing Skills

## Module 3

Post-Sales Follow up and Managing  
Buyer's Remorse

## Module 4

Addressing Service Challenges and  
Opportunities

## Module 5

Improve Customers' Engagement and  
Experience using the 5R  
Communication Approach

## Module 6

Effective Service Recovery techniques  
to turn Upset Customers into Loyal  
Advocates

## Module 7

Develop Effective Feedback Loop to  
Turn Complaints into Opportunities

## Module 8

Conclusion & Assessment

# TRAINER'S PROFILE



**Salman**

**Change Management Specialist**

Salman is a globally accomplished Change Management / Business Transformation / Learning & Development specialist. He is currently doing his Doctor of Philosophy in NEWCASTLE BUSINESS SCHOOL, NORTHUMBRIA UNIVERSITY, UK. His certification includes Adult Education Professionalization – Associate Adult Educator (AEP - AAE), WSQ Advanced Certificate in Learning & Performance (ACLP). Northumbria

In October 2021, he received accreditation as an Adult Education Professional, in recognition of his significant role in raising the quality of Continuing Education and Training (CET) in Singapore. AEP is a national level initiative under Singapore's SkillsFuture agenda, driven by the Institute for Adult Learning (IAL). This latest achievement builds upon his solid track record of transforming organizations in mission critical areas: -

- Continuing Education & Training (CET)
- Digital Transformation [Multi Industry Expertise including Financial Services / Banking / Insurance / Sales / Construction & Infrastructure]
- Strategy [Development / Validation / Deployment]
- Change Management [People / Process / Culture]
- Human Capital Management [Talent Management / Cross Cultural Leadership Development / Learning & Development]
- Quality Management [Lean & 6-Sigma Deployment / Agile]
- Innovation & Design Thinking
- Enterprise Risk Management
- M&A / Post M&A Integration
- Private Equity / Venture Capital Project Advisory



## CONTACT US



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