

In collaboration with:



A COMPLAINT IS A GIFT

COURSE OVERVIEW

A Complaint is a Gift! equips contact centre professionals with practical strategies to handle customer complaints effectively. The programme helps participants shift their mindset from viewing complaints as problems to seeing them as valuable feedback. Through the **TMI 8-Step GIFT formula**, participants learn a structured and human-centred approach to service recovery. The workshop focuses on improving customer satisfaction while reducing stress for frontline staff. Ultimately, it helps organisations build stronger customer relationships and long-term loyalty.

COURSE OBJECTIVES

As a result of attending this course, participants will be able to:

- Recognise the true value of customer complaints as opportunities for improvement
- Apply the TMI 8-Step GIFT framework to handle complaints professionally
- Respond effectively to challenging customer situations and emotions
- Use the right language and approach to build partnerships with customers
- Improve service recovery skills to strengthen customer loyalty and trust

COURSE OUTCOMES

As a result of attending this course, participants will be able to:

- More human centered approach when dealing with complaints/ feedback and inquiries.
- Higher levels of professionalism in complaints/feedback handling
- Lower employee stress when dealing with complaints
- A structured approach to deal with complaints
- Create happy and loyal customers

COURSE FEE

CCAM Member

RM 980*

Non Member

RM 1,100*



TARGET AUDIENCE

All levels of front-line staff



COURSE DURATION

1 Day (7 Hours)



TRAINING METHODOLOGY

- Group discussions and activities
- Role Plays / Case Studies
- Videos
- Lecture / presentation



YOUR TRAINER
LYNNETTE CHAI
Senior Consultant

Lynnette Chai is an HRDC-accredited trainer, certified professional coach, and licensed counsellor with over a decade of corporate experience. With a strong background in psychology, she helps individuals and teams strengthen resilience, communication, and leadership effectiveness. Lynnette has worked with organisations across multiple industries to deliver impactful learning and wellbeing programmes. Her practical and engaging approach empowers participants to apply insights immediately in the workplace. She is also the co-founder of remind Psychology Center, supporting mental wellness and personal growth.