

QUALITY & OPERATIONAL EXCELLENCE | COURSE BROCHURE

Customer Complaint Analysis

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Complaint data reveals systemic problems in products and services. This course covers complaint analysis for quality improvement: complaint classification, data quality, trend and Pareto analysis, text analysis, root cause investigation, linking complaints to processes, reporting and closing the loop.

Handling complaints one by one fixes symptoms; analysing them fixes causes. You will learn to turn complaint data into improvements.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Complaint data analysis exercises, classification workshops, root cause practice and reporting.

Course objectives

By the end of this course, participants will be able to:
• Classify complaints consistently
• Improve complaint data quality
• Analyse trends and patterns
• Use text analysis on complaint narratives
• Investigate root causes
• Report insights and drive improvement

Target audience

This course is suitable for:
• Quality and complaints managers
• Customer experience analysts
• Service managers
• Regulatory compliance staff
• Product managers



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Target competencies

Participants will develop competencies in:

- Classification
- Data analysis
- Text analysis
- Root cause investigation
- Reporting

Course outline

Day 1: Complaints as Data

09:00–10:08	Value of complaints
10:08–11:00	Regulatory expectations
11:00–11:30	**Coffee break**
11:30–11:45	Regulatory expectations (continued)
11:45–12:53	Data sources
12:53–14:00	Exercise

Day 2: Classification

09:00–10:08	Category design
10:08–11:00	Consistency
11:00–11:30	**Coffee break**
11:30–11:45	Consistency (continued)
11:45–12:53	Data quality
12:53–14:00	Workshop

Day 3: Analysis

09:00–10:08	Trends and Pareto
10:08–11:00	Segmentation
11:00–11:30	**Coffee break**



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11:30–11:45	Segmentation (continued)
11:45–12:53	Text analysis
12:53–14:00	Exercise

Day 4: Root Causes

09:00–10:08	Investigation
10:08–11:00	Process links
11:00–11:30	**Coffee break**
11:30–11:45	Process links (continued)
11:45–12:53	Verification
12:53–14:00	Case study

Day 5: Reporting

09:00–10:08	Insight reports
10:08–11:00	Improvement actions
11:00–11:30	**Coffee break**
11:30–11:45	Improvement actions (continued)
11:45–12:53	Closing the loop
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,840.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Rome Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,540.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,890.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Vienna Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,940.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,840.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Vienna Confirmed dates	3 May 2027	7 May 2027	**€2,940.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	17 May 2027	21 May 2027	**€3,150.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Cape Town Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,890.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
London Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,450.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Rome Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Rome Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Paris Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,860.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Dubai Confirmed dates	25 Oct 2027	29 Oct 2027	**€3,150.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,650.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Istanbul Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,650.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online