



Service Recovery & Retention Strategies: Turning Dissatisfied Customers into Advocates

A Strategic Masterclass for Senior Management

April 13 - 17, 2026, Lagos & Abuja

October 12 - 16, 2026, Lagos & Port Harcourt

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: Lagos: N350, 000,

Abuja / Port Harcourt: N400, 000 per Participant

Delivery Mode: In-person / Live Virtual / Hybrid

Available for In-plant Training

**700 U\$D for foreign
Participants**

Course Overview:

Dissatisfied customers represent one of the most significant—and often overlooked—opportunities for business growth and brand differentiation. For senior management, service recovery is not just a frontline procedure; it is a strategic lever that can transform the customer experience, enhance loyalty, reduce churn, and generate new advocacy-driven revenue streams.

This 5-day executive training program equips senior management team with the frameworks, metrics, and leadership capabilities required to institutionalize world-class service recovery. Participants will learn how to design systems that detect dissatisfaction early, respond effectively, and convert customer complaints into powerful engines of retention and organizational learning.

The course blends global best practices, case studies, data-driven insights, leadership psychology, and hands-on exercises tailored for high-level decision-makers.

Learning Objectives:

At the end of the course, participants will be able to:

- understand the financial impact of service failures and the ROI of effective service recovery;
- build enterprise-wide customer retention strategies tied to business goals;
- design systems that proactively identify customer dissatisfaction before it escalates;
- establish standardized service recovery protocols tailored to their sector;
- use voice of Customer (VoC) data to drive continuous improvement;
- map service breakdowns to root causes through process and data analysis;
- lead teams in fostering a culture of accountability, empathy, and customer-centricity;
- coach mid-level managers to adopt best-in-class recovery behaviors;
- influence organizational change to remove friction points that create dissatisfaction;
- handle escalations professionally and strategically;
- transform dissatisfied customers into loyal advocates through communication and follow-up; and
- leverage technology (CRM, AI, analytics) for retention and service intelligence.

For Whom:

This program is specifically designed for Senior Management / Executive Leadership Team, (CEOs, COOs, CFOs, CMOs, MDs, GMs), Heads of Customer Experience / Client Relations, Directors and Senior Managers of Operations, Senior HR Leaders responsible for customer-centric culture building

Strategy & Business Transformation Executives, Heads of Sales, Marketing & Business Development, and Senior Managers overseeing Customer Service, Support, or Call Centers

Course Outline:

DAY 1: The Strategic Importance of Service Recovery

Understanding the Value of Dissatisfied Customers

- Opening & Executive Alignment
- Why service recovery is a strategic imperative
- The economics of customer dissatisfaction vs. retention
- Global Best Practices & Benchmarking

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

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Case studies (Amazon, Ritz-Carlton, Apple, Zappos)

Service recovery paradox: myth or measurable advantage?

- Customer Dissatisfaction Lifecycle
- Silent churn vs. vocal complaints
- Identifying early warning signals

Executive Workshop: Mapping key service failure points in participants' organizations

DAY 2 – Frameworks, Tools & Systems for Effective Recovery

Building Enterprise-Level Recovery Processes

- Service Recovery Frameworks
- LEARN, LAST, HEART, SOLVE, and other global models
- Designing a Corporate Service Recovery Protocol
- Roles, escalation flows, and delegation authority

Root Cause Analysis for Senior Leaders

- Fishbone, 5 Whys, SIPOC mapping
- Leveraging Technology
- CRM systems, AI-driven sentiment detection, analytics dashboards

Practical Exercise: Participants design a first-draft recovery blueprint for their organization

DAY 3 – Leadership, Culture & Empowerment

Leading for Service Excellence

- Cultivating a Culture of Accountability & Empathy
- Empowering Teams Without Losing Control
- Levels of empowerment by customer impact risk

Leadership Communication Skills

- Coaching staff on de-escalation
- Senior-level interventions during crises
- Behavioral Psychology of Dissatisfied Customers

Emotional triggers

- Restoring trust using psychological principles
- Role-Play Simulation
- Executive handling of high-risk escalations

DAY 4 – Customer Retention & Advocacy Building

Moving from Recovery to Loyalty

- Beyond Apology: Creating High-Impact Service Moments
- Compensation strategies (when and how to use them)
- Follow-Up Strategies
- Turning one-time recovery into long-term relationship building

Loyalty Metrics & Dashboards

- NPS, CSAT, CES, churn rates, recovery success ratio
- Customer Journey Mapping for Retention

Senior Management Case Clinic

- Participants use real company data and scenarios

DAY 5 – Enterprise Integration & Action Planning

Implementing for Long-Term Success

- Integrating Recovery into Organizational Strategy
- Policies, incentives, KPIs, and governance
- Building Voice of Customer (VoC) Intelligence Systems
- Data loops for continuous improvement

Developing a Customer Advocacy Program

- Converting previously dissatisfied customers into promoters

Participants present their customized organization-wide recovery plan

- Executive Commitment Session

Methodology: Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teaching/learning methods

LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 – FAB By Toprank Hotel, Opposite Old Federal Secretariat Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

In-plant Fee Negotiable

WORKSHOP FEE:

**Workshop fee: Lagos: N350, 000 per Participant, VAT-N26,250
Abuja / Port Harcourt: N400, 000 per Participant, VAT-N30,000**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

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