

AI-Powered Complaint-to-Action

1-day Workshop

Make sense of complaint
Find the Journey breakdown

Turn customer complaints into evidence for improvement

A complaint is more than a case to close. It reveals what the customer was trying to achieve, where the journey failed and what the organization may need to change. Participants use AI as an analytical assistant to structure the complaint, reconstruct the journey, explore possible root causes and recommend action.

Who should attend?

- ◆ Customer service & contact-centre teams
- ◆ Complaint-management and quality officers
- ◆ Branch and frontline employees
- ◆ CX, operations and process-improvement teams
- ◆ Supervisors and service managers

**SPECIAL
PROMO**

RM1,200 RM800 / pax
Limited to the first 5 participants only!



Trainer
Ng Lay Kim, Yvonne



Date
29 October 2026



Venue
**Royale Chulan The Curve,
Mutiar Damansara**



Training objectives

- ✓ Distinguish customer service, customer experience and customer journey
- ✓ Use a guided AI prompt to organize and unstructured complaint
- ✓ Separate facts and evidence from assumptions and missing information
- ✓ Reconstruct a simple before-during-after journey and identify its breakdown
- ✓ Explore possible root causes and recommend recovery and preventive actions



AI-assisted

Use guided AI prompts throughout the complaint journey analysis.



Practical

Work with a realistic complaint and produce usable outputs.



Actionable

Move from symptoms to recovery and preventive actions.



Foundation

Build confidence without overwhelming advanced analytics.



Training highlights



Complaint as a gift

Translate feedback into useful evidence, not just case closure.



Journey reconstruction

Map what happened before, during and after the complaint.



Action planning

Define immediate recovery and preventive organizational improvement.



AI complaint analysis

Structure facts, expectations, emotions and missing information.



Root-caused thinking

Test likely caused across people, process, policy, technology and data.



Responsible AI

Use anonymized, verify outputs and keep human judgement accountable.

Course content

Module 1	Complaint as Customer-Journey Evidence Read beyond the words to identify the customer goal, expectation and impact.
Module 2	AI-Assisted Complaint Understanding Use a guided prompt to organise facts, emotions, evidence and information gaps.
Module 3	Reconstructing the Customer Journey Build a simple before-during-after view and locate the breakdown.
Module 4	Exploring Possible Root Causes Investigate people, process, policy, technology and data without jumping to conclusions .
Module 5	From Insight to Action Define recovery, preventive improvement, ownership and success measures .
Module 6	Practice and Next-Step Roadmap Complete a Complaint-to-Action Canvas and identify readiness for intermediate learning.

Methodology



Facilitated learning



Scenario analysis



AI-guided practice



Group discussion



Hands-on canvas

What participants take back to work

AI Complaint Analysis Prompt

A guided prompt for structuring facts, expectations, emotions, evidence and missing information.

Simple Journey Map

A before-during-after view of the complaint, its key touchpoints and journey breakdown.

Complaint-to-Action Canvas

A one-page summary of the problem, possible cause, evidence, recovery and preventive action.

Responsible AI and Assessment

Participants work with anonymised of fictional complaint data. AI output is treated as a hypothesis, not a final decision. Learning is assessed through participation, a completed Complaint-to-Action Canvas and a short presentation of the recommended action plan.

Trainer's profile

Yvonne Ng, Customer Experience Specialist (CXS)[™] and CX Visionary Officer at Anbiz, brings over 26 years of hands-on CX and CRM transformation experience across Malaysia, Indonesia, Brunei, and Cambodia. Recognized for her deep operational insight and practical, real-world frameworks, she has guided highly regulated industries in strengthening service delivery, optimizing contact centre performance, and driving sustainable customer-centric excellence.

Yvonne's approach blends data, human behaviour, and process design, helping organizations uncover root causes, close performance gaps, and implement impactful improvements. Her long-term client partnerships—some lasting nearly 20 years—reflect her commitment to trust, measurable outcomes, and continuous service innovation.



REGISTER NOW



Email
cheekim.hee@anbiz.com



Email
amallina.shah@origi.com



Contact
+603 5033 0333

Terms and conditions:

1. This workshop is limited to 20 seats per session.
2. All prices are subject to an 8% service tax.
3. All payments must be made 7 working days before the training for non-HRDC participants.
4. Any cancellation must be made in writing to reach us within 7 working days prior to the training date.
5. If written notice is received less than 7 working days prior, 50% of the total training fees will be charged for both HRDC and non-HRDC participants.
6. All information, prices, services, and availability are subject to change without prior notice.

Marketed and Brought to you by ANBIZ Sdn Bhd (MyCoID: 622201X)

A-09-01 Empire Office, Empire Subang Jalan SS16/1, 47500 Subang Jaya Selangor.

