Complaint Handling Algorithm using Fuzzy Approach

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INTRODUCTION

Customer complaint is not a new topic to discuss when relating to service-oriented businesses. In Malaysia, customer complaint has become one of the essential attributes to know the level of services. Most of the servicing related departments will implement a mechanism to capture customer opinion towards the provided services. This approach is seriously being treated because it is the easiest and fastest way to improve the quality of service. One of the local governments in Kuala Lumpur is using a complaint management system to handle customer complaints related to their services. The local government is using the system with the complaint handling process done manually. A group of staff needs to identify and classify the validity of each complaint before proceeding to the solution phase. A lot of time and energy need to dedicate to entertain all the customer complaints. The growing of the complaints data and the urgency to solve, especially on the high priority issues require the staff to work more than actual working hours. It is a good opportunity if a proper approach can be applied to solve the complaint handling process, especially on rectifying real and non-real complaints, and classifying and ranking the complaints based on priority. These will benefit the local government in terms of extracting and managing valuable information from customer complaints.

It is human nature to complain as a response to something that not satisfied their expectation [1]. Trappey et al. [2] defined complaint is a manner for humans to convey their frustration on the provided services and in return, the service provider should take proper action to improve the quality of service. Customer complaints reveal relevant information to the service provider to indicate that the service provider does not fulfill the clients' needs appropriately. This kind of information needs immediate action from the service provider to recover the failed service [3]. This is called complaint handling.

Complaint handling is a process to isolate real complaints and non-real complaints. Besides, it also needs to determine the ranking of the complaints [4]. This process is also known as service recovery which has a high impact on customer retention and the beneficial usage of complaint information for quality improvements [5]. Service provider acknowledges the criticality of handling customer complaints and increasing the performance of services. Hence, the customers' feedback is essential for the service provider to know the service faulty so they can find a solution to solve the problem [6]-[8].

Handling customer complaints is not an easy task for most of the service providers. A lot of them face a massive challenge in terms of managing and processing record of complaints [9]. Priceless information of complaint is vital for the service provider to use it to plan a proper strategy to improve the quality of service [2], [10]. The success of processing and retrieving the valuable information within the complaint depends on the complaint management process. Complaint management is a process to manage the complaint activities started from receiving customer complaints until resolving the complaints [11]. Complaint management is also known as a process to disseminate information at identifying and correcting customer dissatisfaction [3]. Thus, a proper approach is needed to handle the complaint, which can profit the business and provide the customers' satisfaction level [12]. This kind of system is usually known as the Customer Complaint Management System (CCMS). The fundamental of developing a successful CCMS is depending on the spirit of improvement towards total customer satisfaction and energized by full support from top management.