CHAPTER 1

PROJECT OVERVIEW

1.1   Introduction

Our complaints are usually embrace all about life aspect including food, friends, job, product and service that we have used and been bought, public transportation and weather condition. Complaining and muttering have been a part of our life, while some people are very good in complaining matter.

Nevertheless, most of organizations are not very good or expert in handling complaints and suggestions. Sometimes, this issue is assumed by many organizations as totally an unimportant matter and hard to be handled. Actually, the ability to handle complaints in effective way is an art and skill that can be learnt. Staff training in order to handle complaints confidently and efficiently is very important to give an excellent service to customers while the company will gain a good profit. As we know, some organizations are focused on profit gaining while some are focused on services providing. For this project, the study will be emphasized to the governmental services context in managing complaint.

The art and skill of handling complaints is an inevitable main key in customer relationship management. In order to manage complaint and suggestion management

system effectively, it is helpful to understand how the role of the technology-based information system has evolved in organizations. Large enterprise-wide systems, such as enterprise resource planning (ERP) and customer relationship management (CRM) applications, are being implemented by organizations to improve the efficiency and effectiveness of their operations, by adopting new business models and through greater integration of processes and information use.

Thus, this project is developed to study the complaints and suggestions management systems that will cover from the earliest step of complaint making until the case is closed. As a result, the project have came out with an online system application, e-CSMS in handling complaints and suggestions based on a formulated framework of CSMS and best practices. An in-depth study has been done to find the weaknesses and factors of why the complaints and suggestion management system is not very efficient and effectively been applied in some organizations.

Four case studies are done in purpose to observe how the existing complaints and suggestions management system functionality in practice. The stated number of case studies is done because this project should take several case study areas to gain in-depth information and guide in order to formulate a framework. Because of this project scope is to study the governmental services in managing complaint, only the government organizations is chose whereby UTM (Sistem Saluran Aduan dan Cadangan Dalaman) will be as the main case study. The other case studies is done to Roadway and Traffic Authority of New South Wales (Australia), e-Aduan system of Ministry of Domestic Trade and Consumer's Affair, Malaysia and e-Aduan system of Majlis Perbandaran Johor Bharu Tengah. The study of Sistem Saluran Aduan dan Cadangan Dalaman UTM and Traffic and Roadway Authority of New South Wales, Australia are basically to analyze and observe the procedure, management way, best practices and other related particulars to formulate a framework design for complaint handling.

Meanwhile, the other two case studies will be analyzed to get a view of online complaint system by looking at their system functions and features. Sistem Saluran Aduan dan Cadangan Dalaman UTM system is an existent system with some

functions that enable UTM staffs and students to make complaints or suggestions via online or manually. UTM (Universiti Teknologi Malaysia) is a large higher learning institution that emphasized the academic program and research and development activities. Being the renowned and well-established university, it is very important to maintain an excellent service to all customers. Therefore, a framework design is formulated to give a better practice in order to handle the complaints and suggestions management system of the existent system.

1.2   Background of Problem

Customer service is about an effort to satisfy customer's need. Usually, complaints occurred when customer's need is unfulfilled. Complaints indicated that problems have existed in customer service. This problem is related about the collision between of what have been promised and what they have got. To manage the complaints and suggestions is not an easy task and usually it takes a great patient, effort and skill from whom is responsible to the task.

There is evidence that some consumers do not complain because they are skeptical about business's willingness or ability to resolve disputes fairly. Consumers simply withdraw their patronage and criticize the company or services to others. Such findings underscore the importance to business of a complaint management system that is well-publicized and easily accessible. An unregistered complaint may do as much harm as one that is mismanaged or not resolved.

Careful complaints management can save business unwanted costs. For example, negative word-of-mouth publicity from displeased consumers means lost reputation and necessitates additional investment in advertising to attract customers. To get this valuable feedback, complaint-reporting must generate information swiftly and systematically to the appropriate managers or departments. Initial screening should trigger immediate action, when necessary, and statistical summaries should identify trends and long-range courses of action.

Problem also occurred in order to define and classified the issues from complaints and suggestions. Being sensitive and patient to the customer's complaint and suggestions is needed to identify the main issues from the complainants. Time is also an important issue in managing complaints and suggestions. Most organizations have no fixed timeframe for certain operation such as customer referral, complaints and suggestions intake, assessment and action taken. This matter will give an effect to the performance of the management system.

1.3   Statement of The Problem

While conducting this project study, some questions which are very important to be discussed were arisen:

i.   What is the best practice of managing complaints and suggestions in governmental sector?

ii.   How is the procedure that is commonly been practicing in the organization?

iii. What is the perception of complaints and suggestion from the organization perspective?

iv.   How much critical is complaint management system to the organization?

v.   What are the system features that should be included in the application system for complaints and suggestions management?

1.4   Project Objective

Objectives of the project:

i.   Provide a guide of best practices in handling complaint and suggestion management system.

ii.   To design a framework in managing complaints and suggestions that fit in any government organization.

iii. To develop an online complaints and suggestions management system based on the framework.

iv.   To apply case study requirement in order to test the flexibility of the framework.

1.5   Scope

Identified scopes which define the boundary of the project:

i.   The core functionality of the online system: To enable any government organization to implement complaints and suggestions management system via online with an improvement features to the existent system.

ii.   The study is focused on governmental services in handling complaints.

iii. The process of the framework is beginning from customer's complaint statement until the end result of the complaint feedback and performance improvement.

iv.   A complaint refers to an expression of dissatisfaction, from customers about a service, action or decision provided by organization.

v.   A suggestion refers to an idea or proposal to enhance the performance of an organization service, action or decision.

1.6   Importance of Project

Complaints and suggestions offer businesses an opportunity to correct immediate problems. In addition, they frequently provide constructive ideas for improving products, adapting marketing practices, upgrading services, or modifying promotional material and product information.

This project will be helpful for many organizations that want to establish effective and innovative systems for resolving consumer complaints. Within any industry, those companies with a positive philosophy and a reputation for fair complaint-management have a competitive edge.

Therefore, this project is developed to achieve the objective to improve the complaints and suggestion management system that can be applied in any government organizations and formulate the best practices and design framework to handle the system. While occasional problems with service are, to some extent, inevitable, dissatisfied customers are not. Companies can learn to recover from mistakes. A good recovery can turn angry, frustrated customers into satisfied one because the good feedback is given, improved performance of services and appropriate solutions.

1.7   Chapter Summary

This chapter has covered about the introduction of the project including the problem background, problem statement, objective and scope of the project. An investigation has been done to define those terms that have been mentioned above. This project is done with four case studies of the government organizations and some

literature reviews from some resources such as internet, books, conferences and journal.

Many useful and informative lessons learned from the research to cover this introduction chapter such as on how the complaints and suggestions management system works and managed by some areas of organizations. Some problems are identified as factors that effected complaints and suggestions management system. A lot more of research and literature review will be done to improve this project progress.