A Study on Effectiveness of Complaint Management of Airtel

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Abstract

An effective complaint management system is an important part of quality public-sector service. Complaints are valuable sources of information that organizations can use to improve program delivery and service. Although complaints may generate extra effort initially, they can, in the long run reduce an organization's workload. There are plenty of consumers in India who use telephone services in India but are not fully aware of the customer complaint Redressal procedure laid out by government of India cell - TRAI. Telecom Regulatory Authority of India (TRAI) is a government body to oversee telecom regulations in India for the benefit of consumers. In order to retain customers in this highly competitive market telephone companies should have a good complaint management system. This study is making an attempt to study the effectiveness of complaint management system of Airtel, one of the leading mobile service providers in India.

Keywords: Complaint management; complaint Redressal.

Introduction

Complainants are defined as an expression of dissatisfaction made to an organization, related to its products, or the complaint-handling process itself, where a response or resolution is explicitly or implicitly expected When a customer feels strongly enough that his or her expectations have not been met, he or she may make a complaint. A complaint is when a customer brings a problem to the attention of the organization and expects some redress, probably over and above simply supplying the original product or service that was the cause of the complaint.

Well-managed complaints can benefit the business. Good business owners learn to see complaints as an opportunity to build strong, lasting relationships with customers and improve their customer service. Customer complaints give businesses valuable information about how they need to improve. If complaints are handled poorly, customers may withdraw their business and encourage others to do the same. Complaints that are handled well may help the business to retain existing customers and could result in new customers being referred to your business. The companies should establish an efficient complaint management system to analyze where improvements should be made. Businesses use this information to satisfy customers and protect the company from repeated complaints. Effective complaint management systems should contain features, such as a centralized location for customers to report complaints, a system for storing complaints, a process for logging complaints, a method for acknowledging complaints (such as letters to the customers), a process for investigating complaints and then a way of resolving and following up with the complaints.

The study was conducted on 100 Airtel customers in Chennai circle to understand the efficiency of complaint management system of Airtel. The data thus collected was tabulated and analyzed through various statistical tools like bar diagram, pie charts, and chi-square tests.

Objectives of the Study

➢ To understand the importance of complaint management system of Airtel.

➢ To examine the current complaint management strategies adopted by Airtel.

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➢ To identify the deficiencies in the existing complaint management system of Airtel.

➢ To suggest the ways to improve the efficiency of complaint management system of Airtel.

Scope of the Study

➢ This study analyzes the importance given by Airtel for the complaint management system.

➢ The study assists to identify various factors that influence the customers to satisfy in the complaint management system.

➢ The study identifies the areas were Airtel can implement innovations to improve the efficiency of its complaint management system.

➢ This study covers the customers view about the efficiency of complaint management system of Airtel and their experience.

Research Methodology

This study covers 100 Airtel customers from Chennai circle, Tamil Nadu. Simple random selection was the sampling technique adopted to select the required number of respondents. The study was conducted with the help of primary data. The data was collected through standard questionnaire. The secondary data was collected from various sources like books, magazines, journals, annual reports of Airtel and various websites. The collected data is coded and tabulated in order to organize them for interpretation. The tabulated data is also presented with the help of bar diagrams and pie charts. For organizing and presenting the data various statistical tools like chi-square, Correlation etc has been used.

Limitations of the study

➢ The study was restricted to customers in Chennai circle only.

➢ Due to the time constraint, only a specific sample size has been considered for the study.

➢ Lack of interest of the respondents to give proper response.

➢ Difficulty faced to find respondents from various segments.

Analysis and Discussions

Table 1: Mode of registration of complaints

Category	Number	Percentage
Directly	0	0%
Through phone	87	87%
Through Internet	13	13%
Total	100	100

(Source: compiled from the primary data)

Majority of Airtel customers register their complaints over telephone, because of the convince of the particular mode of registration. 13% of customers prefer internet for registering their complaints. None of the customers prefer to go directly to Airtel office to register their complaints (Table 1).

Table 2: Calls made to customer care help line

Category	Number	Percentage
Yes	64	64%
No	36	36%
Total	100	100

(Source: compiled from the primary data)

From the above table 2 it is clear that, 64% of the customers registered any query or complaint through customer care help line last month as telephone is the most preferred mode of registering complaints by the customers.

Table 3: Difficulty to lodge complaints

Category	Number	Percentage
Yes	31	31%
No	69	69%
Total	100	100

(Source: compiled from the primary data)

Majority of the customers didn't find any difficulty to lodge their Complaints. 31% customers found it difficult to lodge their complaints last month (Table 3).

Table 4: Enough customer care units

Category	Number	Percentage
Yes	72	72%
No	28	28%
Total	100	100

(Source: compiled from the primary data)

Majority of customers say, they have enough customer care units near to their residence or office. Only 28% of customers say, they don't have enough customer care units near to their residence or office (Table 4).

Table 5: Speed to resolve the complaints

Category	Number	Percentage
Yes	75	75%
No	25	25%
Total	100	100%

(Source: compiled from the primary data)

Seventy five percent of the customers feel that their complaints are responded with reasonable period of time. Rest of the customers feels that, the customer care is making delay in the response to their complaints (Table 5).

Table 6: Communication about the delay of response

Category	Number	Percentage
Yes	36	36%
No	64	64%
Total	100	100%

(Source: compiled from the primary data)

More than half of the customers have the opinion that, the complaint management desk of Airtel is not properly communicating anything about the delay in response to their complaints or queries (Table 6).

Table 7: Time taken to resolve the complaints

Category	Number	Percentage
Excellent	7	7%
Good	75	75%
Neither good or bad	18	18%
Bad	0	0%
Very bad	0	0%
Total	100	100

(Source: compiled from the primary data)

Seventy five percent of the customers rated the quality of response in terms of time taken to resolve the complaints as good. So more than half of the customers are satisfied with it. But nobody has rated it as excellent. So the company should work on that and should ensure that complaints of all the customers are solved within a reasonable period of time (Table 7).

Table 8: Friendliness of customer care staff

Category	Number	Percentage
Yes	75	75%
No	25	25%
Total	100	100

(Source: compiled from the primary data)

More than half of the customers with the friendliness of customer care staff. But 25% of the customer had unfriendly experience from the staff, while dealing with their complaints. The company should consider this seriously (Table 8).

Table 9: Seriousness given to the complaints

Category	Number	Percentage
Yes	82	82%
No	18	18%
Total	100	100

(Source: compiled from the primary data)

About 82% of the customers feel that, there complaints are treated seriously by the complaint management desk of the Airtel. Rest of them feels that, required seriousness is not given to their complaints and queries (Table 9).

Table 10: Prioritization of complaints in terms of seriousness

Category	Number	Percentage
Yes	47	47%
No	53	53%
Total	100	100

(Source: compiled from the primary data)

About 47% customers feel that, their complaints are prioritized in terms of the seriousness of the complaints. 53% of the customers have an opposite opinion (Table 10).

Table 11: Association between regular follow up calls and efficiency of complaint management system

O	E	(O-E)^2	(O-E)^2/E
75	50	625	12.5
25	50	625	12.5
Total			25

H0= There is no significant association between the regular follow up calls and the efficiency of complaint management system.

H1= There is significant association between the regular follow up calls and the efficiency of complaint management system.

V= (n-1) = 2-1 = 1 Table value = 3.841 Calculated value = 25

Since the calculated value is greater than the table value, the null hypothesis is rejected and concludes that, the follow up calls has an association with the efficiency of complaint management system. That is, regular checkup calls will increase the efficiency of the complaint management system (Table 11).

Table 12: Correlation between friendliness of customer care staff and the difficulty to understand the response to the customers

Customer friendliness	Understandability of responses		Total
	Yes	No	
Yes	41	34	75
NO	10	15	25
Total	51	49	100

(X)	X-25.5	X^2	(Y)	Y-24.5	Y^2	XY
41	15.5	240.25	34	9.5	90.25	147.25
10	-15.5	240.25	15	-9.5	90.25	147.25
		480.5			180.5	294.5

R = 294.5/ square root of (180.5*480.5) = 1

There is a positive correlation between the friendliness of customer care staff and understandability of responses to the customer's complaints. That is, if the customer finds the customer care staff very friendly, it will positively affects the understandability of the responses (Table 12).

Findings

❖ Almost all the customers prefer to register their complaints over phone, because of the convenience and quick response and very few prefer internet. None of the participants register the complaints directly, as it is time consuming.

❖ Only 64% of the participants called to customer care last month.

❖ Most of the customers didn't find any difficulty in lodging their complaints.

❖ There are enough customer care units in the Chennai circle.

❖ Majority of customers feels that, the customer care units in the city should work 24*7.

❖ Customers are satisfied about the time taken to resolve their complaints.

❖ Most of the customers feel that, the customer cares are not informing them if there was a delay of response.

❖ The customers are satisfied about the quality of response in terms of time taken to solve the complaints

❖ Most of the customers think that, their complaints are treated with enough seriousness, but all are not happy about the way they prioritize their complaints.

❖ Airtel is not making follow up calls after the complaints are lodged by the customers.

❖ About 67% of the customers feel that, customer care staff addresses almost all the points regarding their complaints and queries.

❖ 69% opinioned that, the responses are very much understandable.

❖ Most of the customers feel that, they should get regular checkup calls once in a month, to check whether they are satisfied or not in the services. But 24% of them feel that, this will be irritating like advertising calls.

❖ The Interactive Response System (IVRS) of Airtel is very user friendly.

❖ Most of the customers are happy with the efficiency of complaint management system of Airtel.

❖ There is a positive Correlation between friendliness of customer care staff and the difficulty to understand the response to the customers.

❖ There is a positive correlation between the friendliness of IVRS and the speed to resolve the complaints.

Suggestions

❖ The time to connect to the customer care associates should be reduced, in order to increase the speed to resolve the complaints of the customers.

❖ The customer care centers should make regular follow up calls to the customers at a regular intervals, in order to check whether they are satisfied in the services or not.

❖ The customer care staffs should be friendly to the customers, which will increase the understandability of the responses.

❖ The company should make it IVRS system very user friendly to increase the speed of solving the customer's complaints.

❖ The company should not charge for the customer care calls.

❖ Periodical surveys should be conducted after complaints/ queries.

❖ Provisions should be there to ensure that people with physical disabilities or other special needs are able to access the complaint handing process.

❖ Information on the companies' complaint processes should be provided in various media. (i.e. how a complaint may be lodged, where, etc).

❖ Timelines should be established for the resolution of complaints.

❖ A dispute resolution process should be established, including the right of the customer to refer any complaint to the

Telecom Regulatory Authority (TRAI), if they dissatisfied with the resolution of the complaints.

Conclusion

An efficient and effective complaint management system is essential for providing quality services to the customers. A good complaint management system plays a great role in making the customer satisfied in the service of the provider, especially in the telecom industry. So each and every service provider should put effort to establish an effective complaint management system to resolve the customer's complaints efficiently.

Airtel strongly believes that its success as an operator in a highly competitive and challenging industry can be achieved and maintained principally through sustained focus on meeting and indeed exceeding established customer satisfaction standards. This study concludes that, most of the Airtel customers are satisfied in the complaint management system of Airtel. Majority of customers feel that Airtel handles their complaints effectively though they face problems or inconvenience in some areas like hold time etc. They suggest Airtel should make some improvements in its complaint

management system like introduction of regular follow up calls etc., to make it more effective.

Satisfied customer is the key to success of any business and the efficiency of complaint management system plays a great role in making its customer satisfied especially in the telecommunication industry.

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