

PROPOSED PREVENTIVE AND CORRECTIVE MEASURES FOR HANDLING CUSTOMER COMPLAINTS



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Abstract

This study ventures into the effective management of customers' complaints and its impact on goodwill recovery. Customers' complaints cannot be avoided. They are always accompanied by problems or dissatisfaction which makes the customers call for an immediate response or action from the managers or supervisors. The main objective of this study is to address customers' complaints using Facebook comments, personal communication, and discount offerings. The problems complained by customers are described in terms of appearance and taste of the food being served, attitude and behavior of food servers, atmosphere, and ambiance of the place and price of food. Based on the results, it is revealed that the price of food is the leading complaint, followed by atmosphere and ambiance of the place, attitude, and behavior of food servers and the appearance and taste of the food being served. In managing customers' complaints, the leading strategy is personal communication, followed by Facebook comments and discount offerings. It is recommended that fine-dining restaurants must be aware of customers' needs. Regular and continuous training and assessment of staff, innovation, and creativity in making dishes and giving the right price will eliminate complaints and disappointments of customers.

Keywords:

Management, Complaints

