

**Project Type: Organizational Process Improvement**

**Project Name**:  
"Smart Complaint Management System to Improve Internet Services at Xcc Telecom"

**Situation Statement**:  
Xcc Telecom faces significant challenges in delivering customer support services due to the current system's slow response in handling complaints related to internet issues. The current processes lead to increased wait times and customer dissatisfaction, negatively impacting the company's reputation and overall performance. Despite upgrading the infrastructure with fiber-optic cables, these efforts alone are insufficient to meet customer expectations.

**Effect**:  
If these issues are not addressed, the company will continue to face:

* + Increased customer complaints and heightened pressure on customer service employees.
  + Loss of existing customers and a higher churn rate.
  + Decline in the company's reputation in the market, leading to a decreased market share.

**Impact:**

* + Heightened pressure on customer service teams, leading to reduced productivity and increased employee turnover due to stress.
  + A higher churn rate as dissatisfied customers switch to competitors, resulting in a loss of revenue.
  + A damaged reputation in the telecom market, leading to reduced market share and difficulty attracting new customers, despite the company’s current 7 million subscriptions.