

Advantages:

- **Real-Time Tracking & Notifications:**
Users receive instant updates on their complaint status via email or SMS, ensuring transparency and user satisfaction.
- **Efficient Complaint Routing:**
Intelligent assignment to relevant departments or agents improves resolution speed and resource utilization.
- **Secure and Confidential:**
Ensures user data is protected using authentication, encryption, and access control, aligning with regulatory standards.
- **User-Agent Interaction:**
Built-in messaging enhances communication between users and support agents, enabling quicker clarification and resolution.

Disadvantages:

- **Learning Curve for Non-Tech Users:**
Some users, especially elderly or non-digital natives, may face difficulty navigating the system initially.
- **Internet Dependency:**
Users must have a stable internet connection to access the platform, which may be a barrier in remote or rural areas.
- **Scalability Challenges:**
Without proper infrastructure, handling many simultaneous complaints may lead to performance issues.
- **Potential Data Breach Risks:**
If not properly secured, the platform could be vulnerable to cyberattacks targeting sensitive complaint data.
- **Agent Availability Constraints:**
The resolution process may slow down if the assigned agents are overloaded or unavailable, affecting user satisfaction.