

Situation Statment

Recently, customers have raised complaints about technical visits. The primary issues stem from a disconnect between technicians and customers caused by a malfunction in the transferring calls system.

When technicians attempt to call customers, the system is down, forcing them to contact the call center, which is time-consuming.

Customers often try to call back, but the IVR system also malfunctions during outages, wasting their time and negatively impacting satisfaction. Additionally, some customers have complained about the unprofessional behavior of technicians because the calls during that time are not recorded, and some technicians take advantage of the opportunity for financial exploitation.

These problems contribute to lost customers, decreased revenue, and tarnish the company's reputation, undermining its motto, "We are the creator of trust."

Effect:

Customers were frustrated with the service. Some were treated badly by the technicians. Some were scammed because all calls were not recorded. During the outage, most customers' visits are canceled. Customers are not able to call the technicians back which affects their time and they lose their credit while trying to call back as the system is down and doesn't give them any flag that there is an issue.

Impact:

El Manara Company's credibility began to be damaged. Some competing companies exploited the complaints that were presented on social media. They were financially damaged because this problem occurs from 2 to 4 times every month, which leads to an increase in the size of the problem. there are no recorded calls and are forced to refund customers who have been scammed. When a system malfunction occurs, it does not occur in one branch, but in several branches, some customers published their experience including social media influencers, which led to the rapid spread of the problem. Some filed a complaint with the Consumer Protection Agency. the company begins to lose customers and a lot of customers begin to choose another brand.