Data:

Kaysme

Mon 0

Tues 0

Wed 4

Thurs 3

Friday 6

Sat 1

Sun 6

ALL UP 20- complaints

Week 1-10 - 6

Week 11-20 2

Week 21-30 5

Week 31-40 3

Week 41-52 4

Raquel

Mon 5

Tues 4

Wed 4

Thurs 4

Friday 3

Sat 0

Sun 0

ALL UP 20 Complaints

Week 1-10 - 4

Week 11-20 - 4

Week - 21-30 4

Week - 31-40 4

Week - 41-52 4

Basel

Mon 13

Tues 9

Wed 10

Thurs 0

Friday 0

Sat 11

Sun 11

All up 54 Complaints

Week 1-10 11

Week 11-20 10

Week 21-30 9

Week 31-40 9

Week 41-52 15

Product

Mon 9

Tues 8

Wed 8

Thurs 4

Friday 8

Sat 9

Sun 6

ALL UP 52 Complaints

Week 1-10 16

Week 11-20 14

Week 21-30 7

Week 31-40 5

Week 41-52 10

Service Provider

Mon 6

Tues 6

Wed 6

Thurs 6

Friday 5

Sat 2

Sun 4

ALL UP 35 Complaints

Week 1-10 8

Week 11-20 7

Week 21-30 5

Week 31-40 7

Week 41-52 8

The analysis data show me that everyone has sort of service provider complaints, but complaints about product more than service provide, it’s not to say we can ignore these complain, we need to talk about in separate aspect, because product complain may can lead company to better, company can analysis the complaint details to improve their product which is good way to know how customer experience. The customer service is a part of shopping experience, it effect on that customer will purchase again or not, which is very important for company, and also this part can be controlled be company before it happen. Too much complain will influence on company image, customer whether have confidence on this company etc.

I analysis these date individually, and then compare the result to other person, I calculate the average complain not include the staff don’t have shift at that day.

In my opinion, the company should set up incentive payments, and build a new a department to surveillance or investigate customer service I call it ”feedback department”, this is because not every complain is reasonable, the company have to protect their staff, if unreasonable complain happened, the company should not punish the staff, if it does will decrease the staff’s loyalty and mood at that moment, which may cause more complain, the feedback department response to surveillance customer service quality, set up a minimum satisfaction level, if staff’s satisfaction under the level, if will get some punish.

The all department relate to customer should be able to access the data to improve their product or service, these data should be store in security place and back it up. These data are very important for company, it will help company in some extent to make some big decision, therefor date-safety is priority of company. The company should set up a standard form of complain which allow system to analysis date to in stead of manually.

The company may update their refund policy, set up a new department, and update procedures related to how to following up complain these update policy and procedures must be try before release officially to make sure that feasibility.