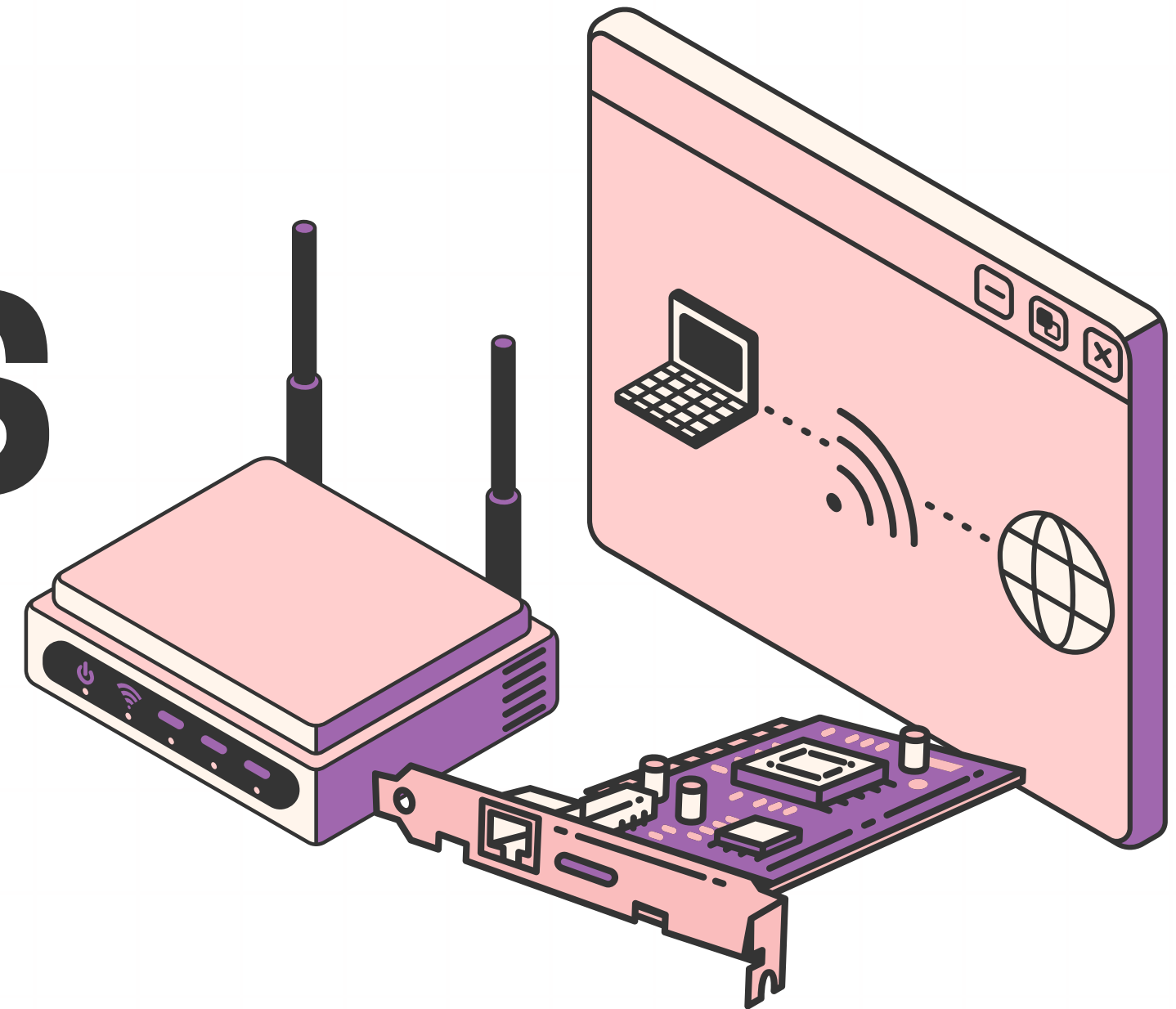


Prepared by: Rangga A. Akhli

CUSTOMER COMPLAINTS

Q2 KEY FINDINGS
AND Q3 IMPROVEMENT
STRATEGY



INTRODUCTION

A leading cable and internet service provider company in the United States suffered massive customer complaints for the last three months (April – June 2015). It wants to make better performances for the next Q3 and Q4.

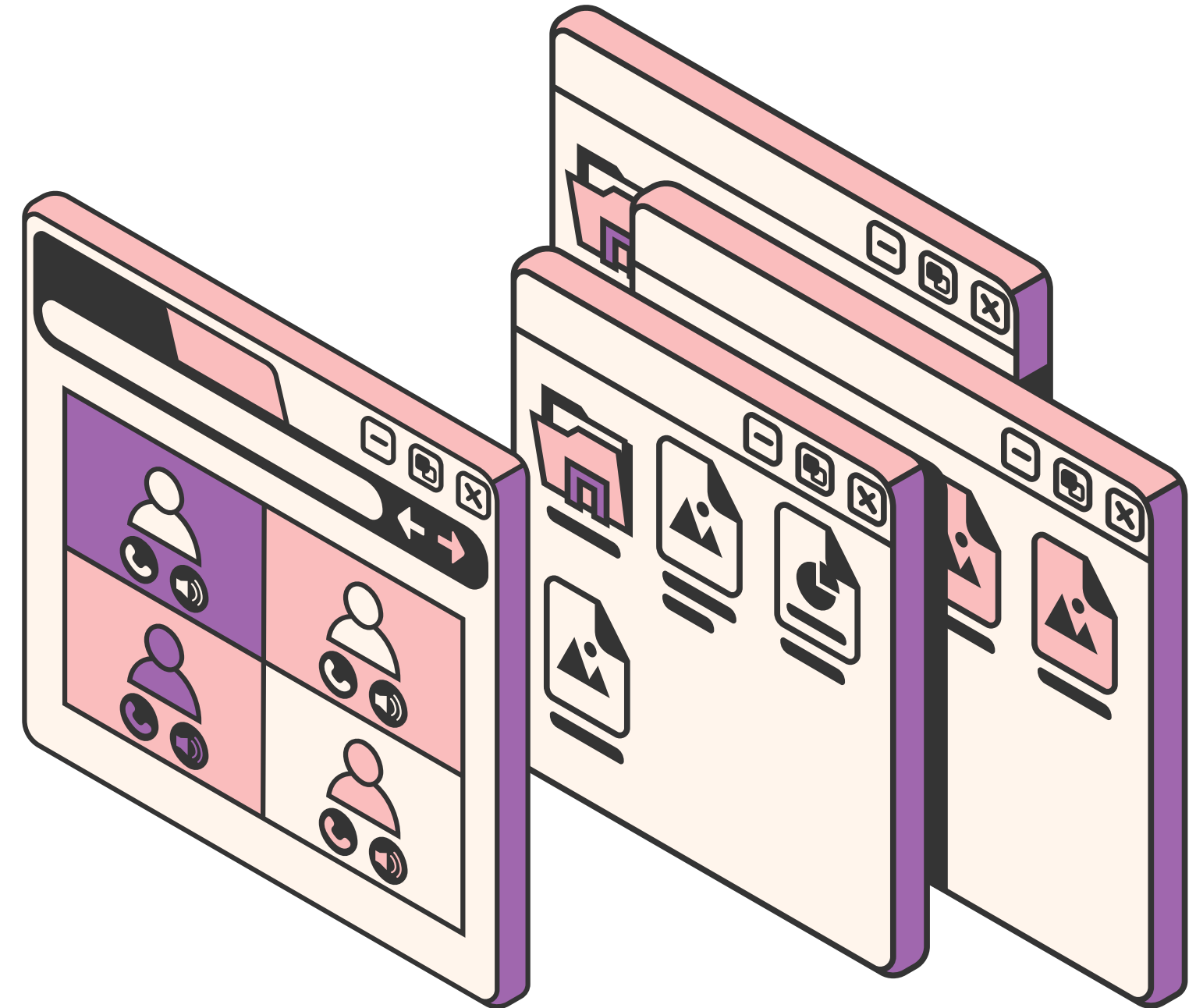
Business Objective (Using SMART Framework)

- **Specific:** Reduce repeat customer complaints and improve overall customer satisfaction.
- **Measurable:** Aim to reduce complaints volume by 50% within the next 6 months. And resolved rate to be 90% by Q3 and 95% by Q4
- **Achievable:** Identify the top 3 root causes of recurring complaints.
- **Relevant:** Complaints directly impact customer churn and brand reputation.
- **Time-bound:** Insights must be delivered within two weeks to feed into Q3 (July, August, Sept) and Q4 (Oct, Nov, Dec) strategy planning.



OUTLINE

- Executive Summary
- Methodology
- Text Analysis: Frequently Used Word for Complaining
- Complaint Overview: Trend, Resolved Rate
- Geographical Analysis
- SLA Analysis: Service Performance and Responsiveness
- Pareto Analysis
- Recommendation and Conclusion

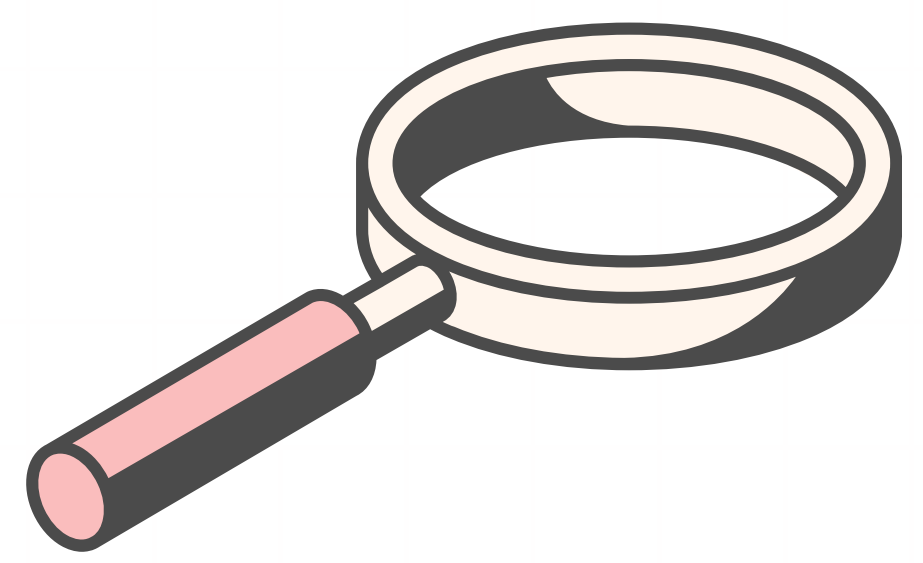


EXECUTIVE SUMMARY

- The number of complaints increased by **220%** in June.
- The major contributor to the spike relates to the topic of **data caps and internet services**.
- "**Disney**," "**internet**," and "**services**" are the three most frequently mentioned complaint words.
- The company has successfully managed **76.75%** of complaint cases; the remaining **520** cases are still **unresolved**.
- **Georgia, Florida, and California** are the three states with the highest number of complaints.
- **Atlanta** has the highest number of complaints, and the number of unresolved cases also remains high.
- In terms of complaint handling, **Chicago** performs well and can be used as a benchmark or ideal model.
- In the SLA analysis, it was found that **53.32%** of unresolved complaints are within **0–7 days**, while around **46.7%** take **more than a week**.
- In the **Pareto** analysis, topics related to **data caps and internet services** are highly recommended to be prioritized.



TOPIC MODELING DESCRIPTION BASED ON BERTOPIC

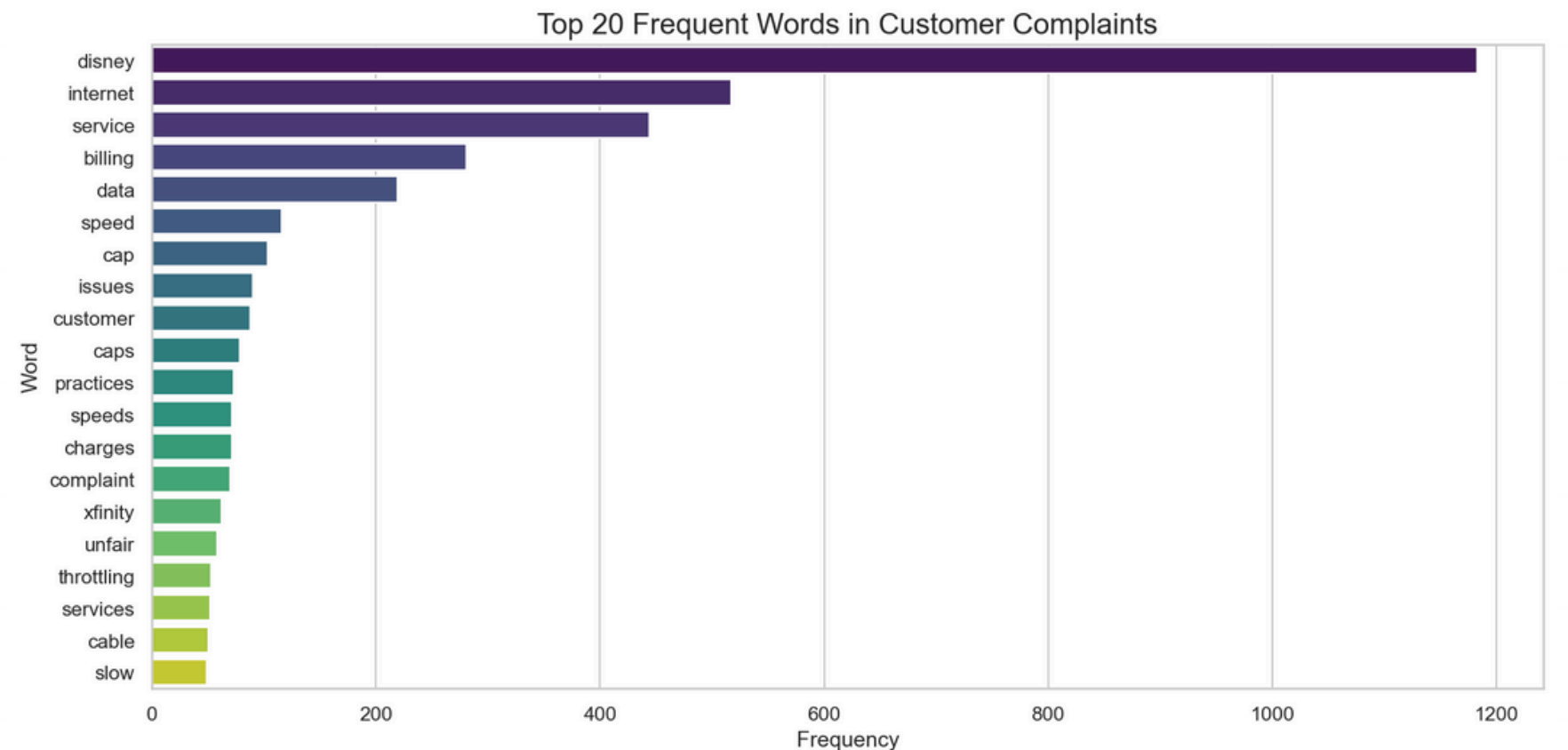
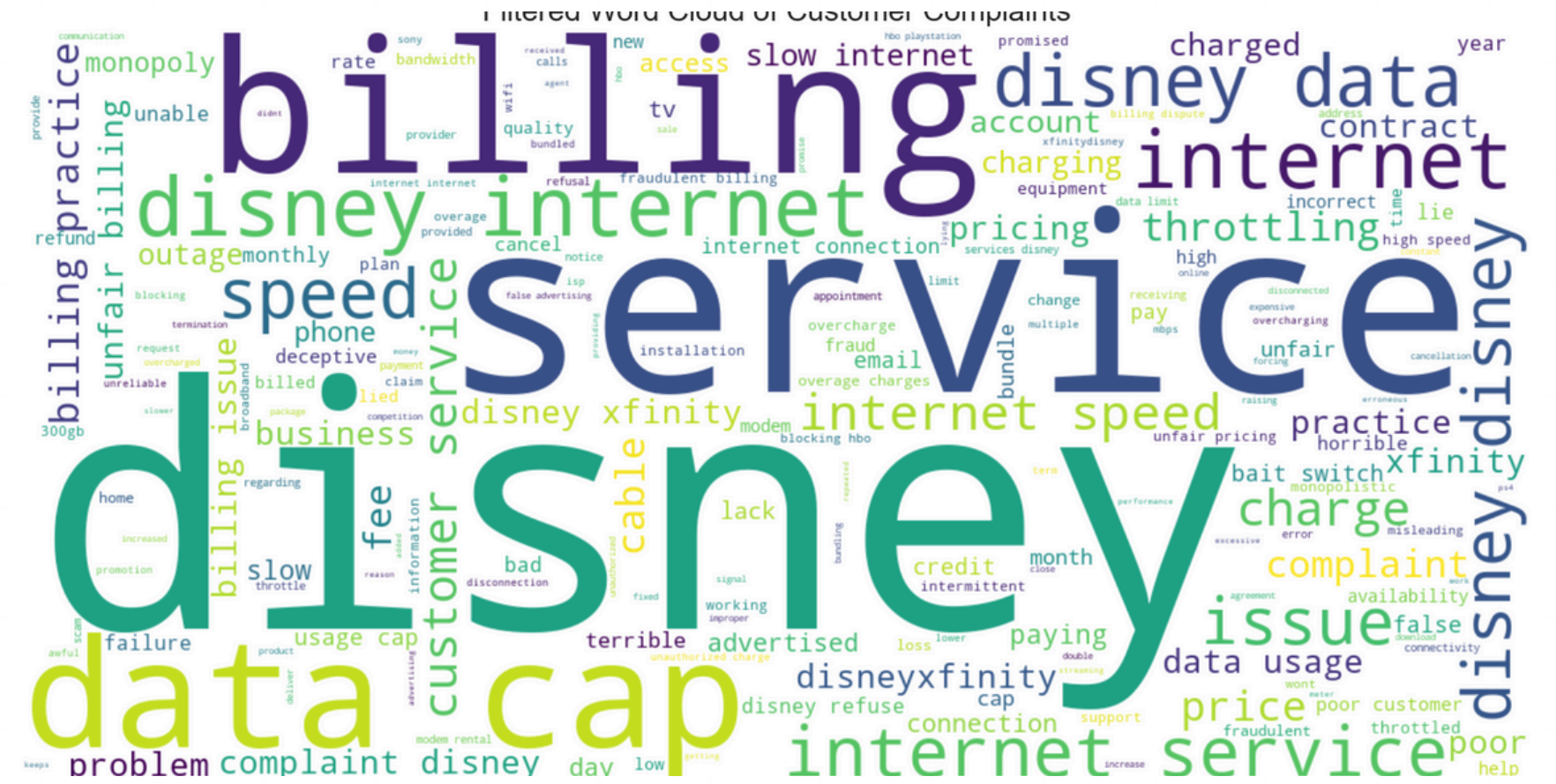


Topic Number	Topic Label	Description
-1	Billing Disputes and Poor Service Access	Complaints related to billing issues, payment disputes, and poor service access.
0	Issues with Data Caps and Internet Service	Issues concerning data usage limits (data caps), internet service quality, and dissatisfaction with the provider.
1	Slow Internet and Throttling Complaints	Complaints about slow internet speeds, throttling by the provider, and unstable connections.
2	Unfair Charges and Billing Problems	Concerns over unfair additional charges, non-transparent billing practices, and service fees.
3	Problems with Email and Account Access	Issues related to account access, email services, address updates, and account management.

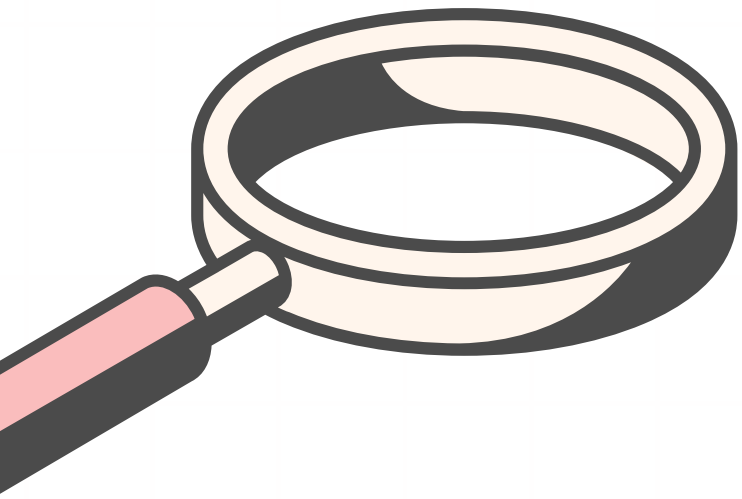
WHAT CUSTOMERS ARE COMPLAINING ABOUT...

Key pain points:

- **"Disney"** (1,183) – Strong indicator of issues with Disney+ service or **bundling problems**.
- "Internet" (517), "Service" (444), "Billing" (281) – Point to **network quality** and **billing**-related issues.
- **"Data Caps"**, **"Slow Speed"**, "Throttling" – Reflect major pain points on usage limitations and performance.
- **"Unfair"**, "Charges", "Complaint" – Signal negative sentiment and dissatisfaction.

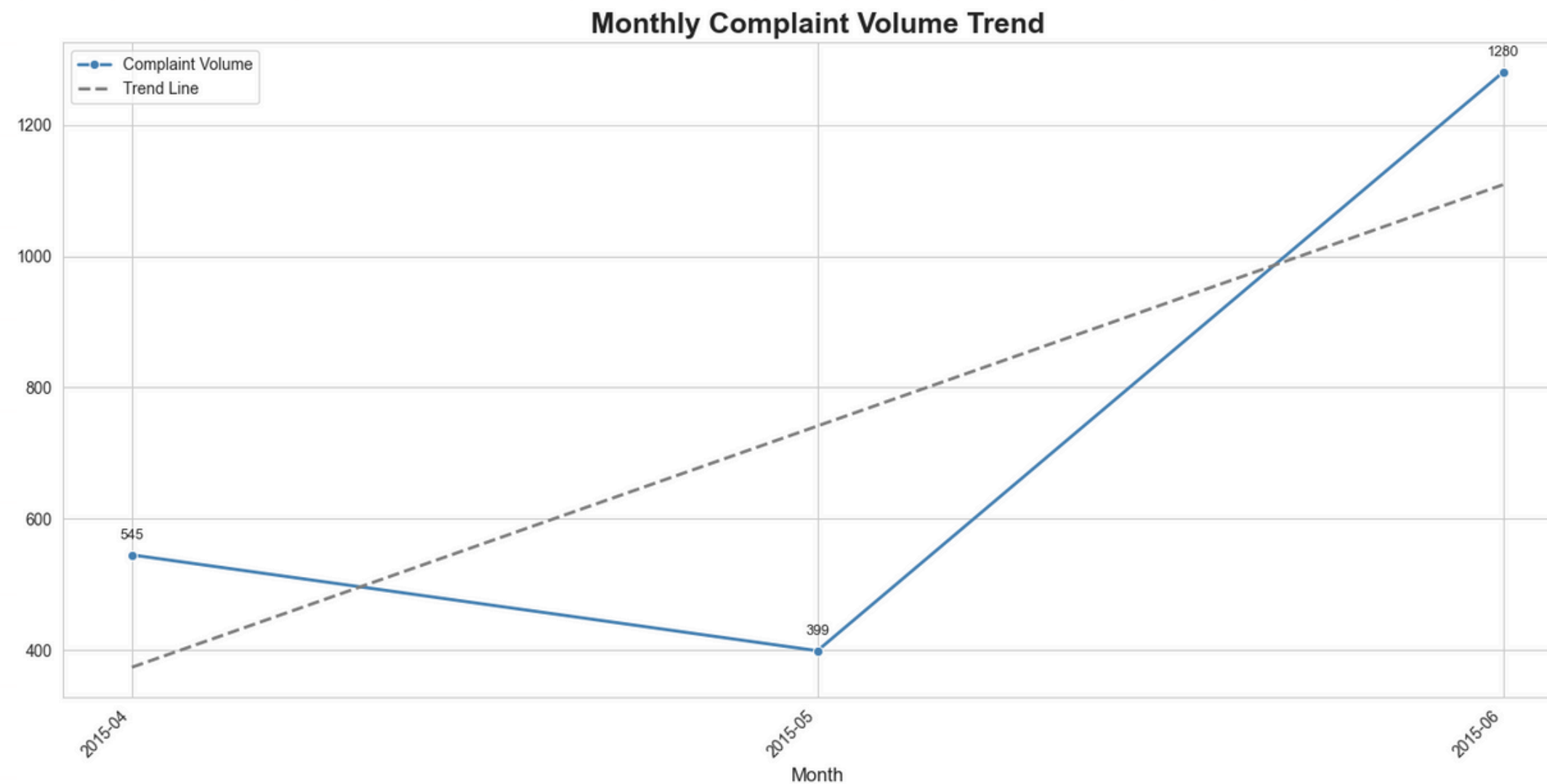


COMPLAINT VOLUME OVERVIEW: MONTHLY TREND



Key Observations:

- Sharp spike in June: Complaints jumped from 399 (May) to 1,280 (June) — a **220% increase**.
- Overall upward trend: Despite a dip in May, complaint volume increased across the quarter.



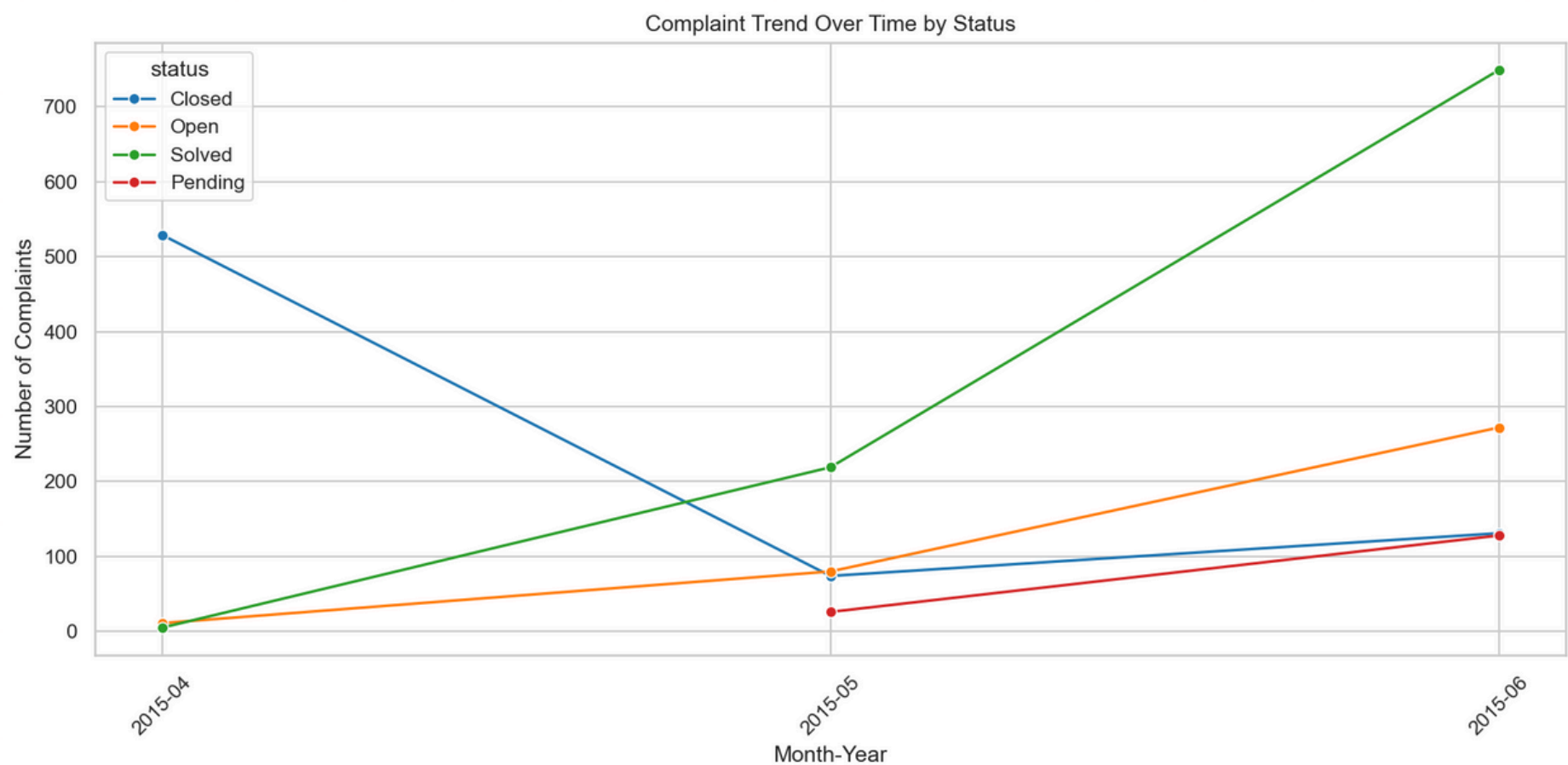
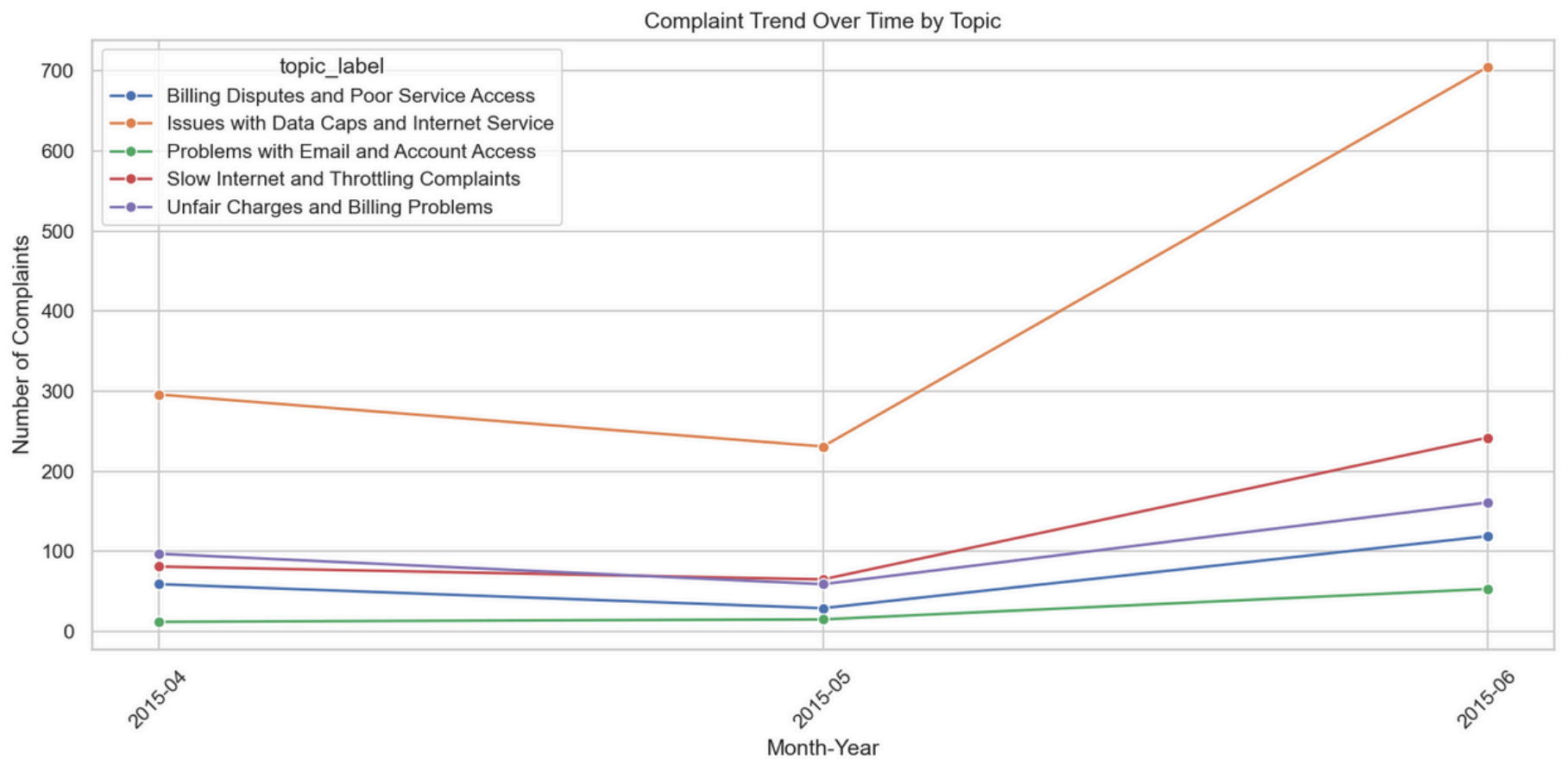
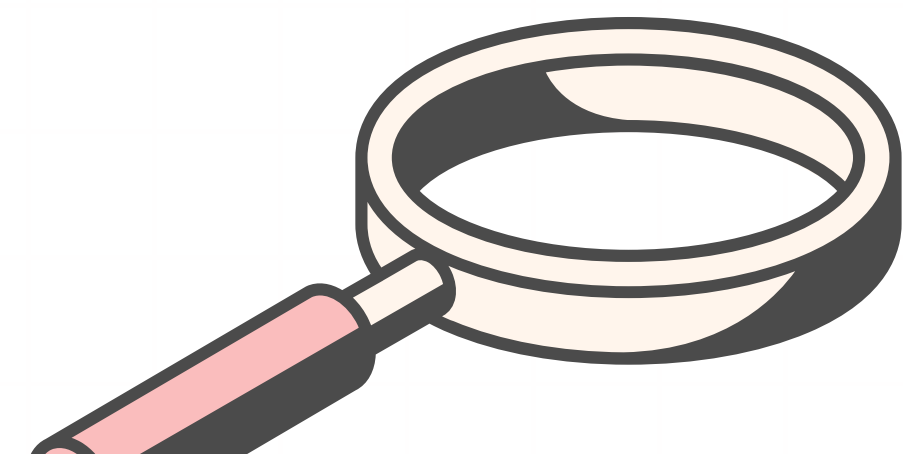
Spikes in May–June were mainly due to internet and data caps...

Key Observations:

- The factors behind the spike in complaints have been acknowledged. A large proportion of customers expressed dissatisfaction with the data caps and internet service issues, indicating they are unhappy with the quality of the provider's service.
- However, the company's approach to handling these complaints has been positive, as it has successfully resolved over 700 complaints.

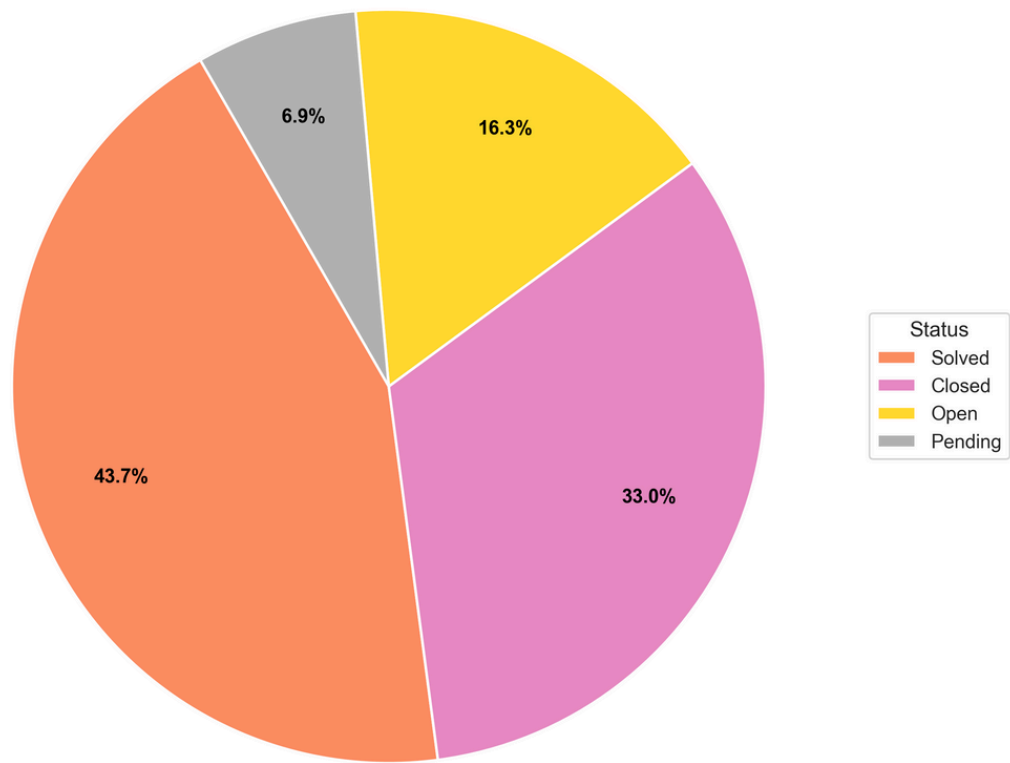
What to do:

- There should be a root cause analysis of why the company cannot prevent and handle data caps and internet services issues, the related department responsible for it must explain what's going on
- Make customer feedback data available (e.g. survey)



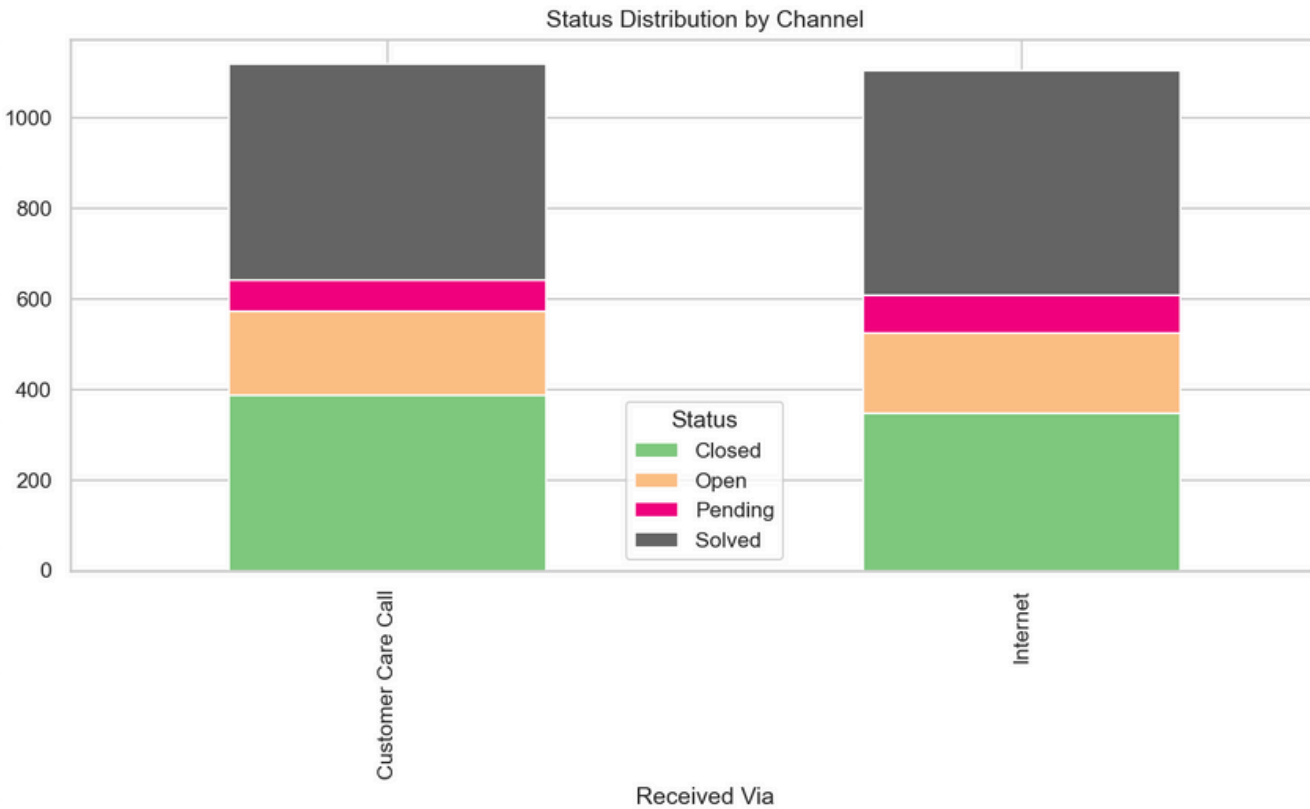
resolved rate in Q2: 76.75%, 520 cases remain unresolved...

Complaint Status Distribution (%)



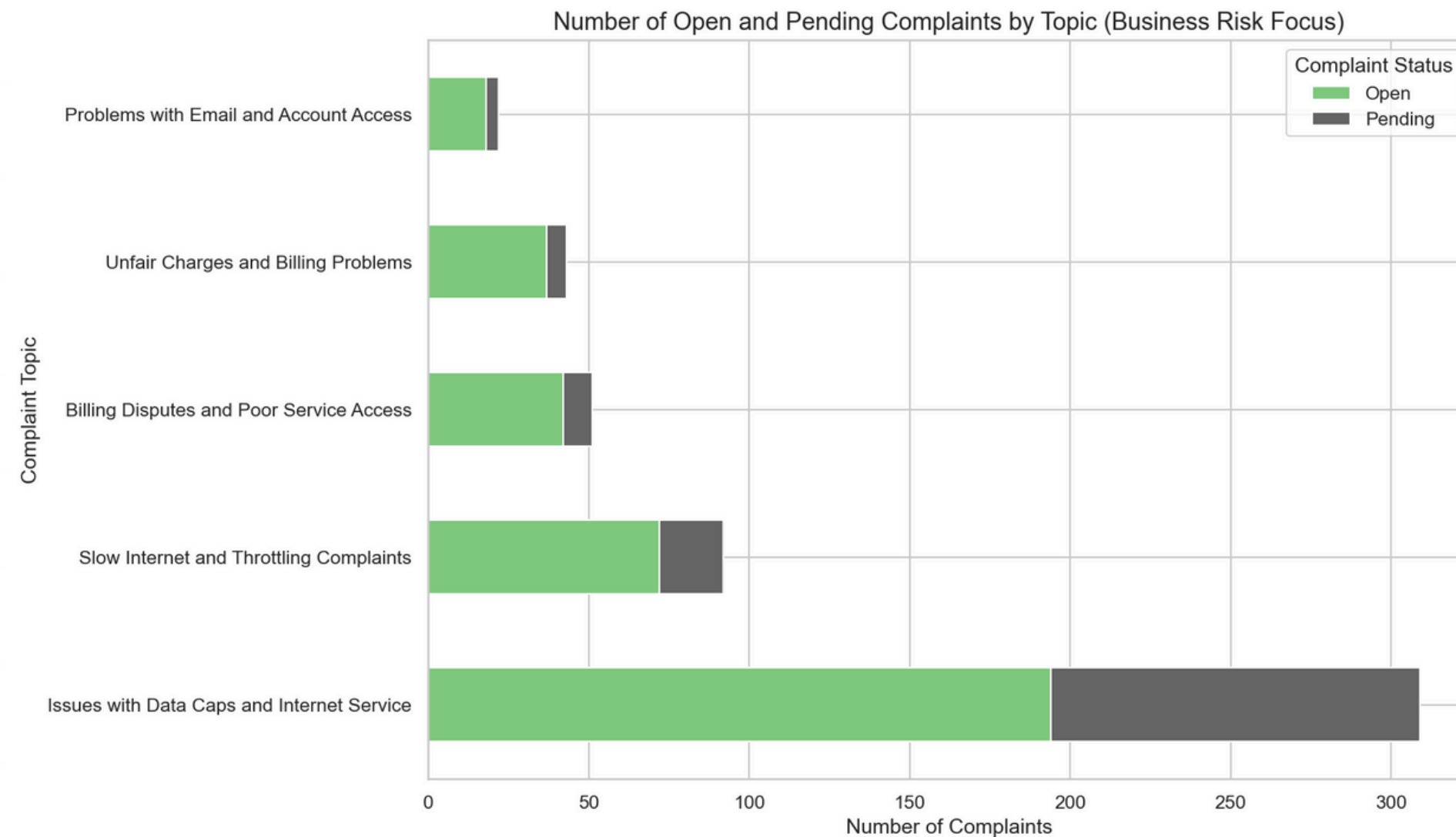
Key Observations:

- Company performance in handling customer complaints can be considered fairly effective, with 76.75% (resolved rate) of cases being either solved or closed. However, approximately 23.22% of complaints remain unresolved (either open or pending)
- Complaint channel both customer care call and internet are nearly equal in their distribution.
- For **Internet channel**, approximately **26%** of complaints are still **unresolved** (Open: 177, Pending: 85 out of 1105 total = 23.6% Open, 7.7% Pending).
- For **Customer Care Call**, about **25.7%** are still unresolved (Open: 186, Pending: 69 out of 1119 total = 16.6% Open, 6.2% Pending).
- In total, the company must address **520 unresolved complaint cases**.



Status	Definition	Business Implication
Open	Complaint has been received but no action has been taken yet. The issue is still under review or has just entered the system.	Indicates potential backlog or delay in resource response. May reflect inefficiency in complaint triaging.
Pending	Complaint is in progress but awaiting further information, customer response, or internal follow-up. May be delayed due to external dependencies.	Indicates processing delays or bottlenecks. May lead to customer dissatisfaction or SLA breach.
Closed	Complaint has been marked resolved and archived, but may or may not have been resolved to the customer's satisfaction. Often closed administratively.	May hide unresolved issues if not monitored.
Solved	Complaint was addressed and resolved successfully based on customer confirmation or internal resolution standards.	Positive outcome for service performance. Indicates effective resolution handling and customer trust.

HOW UNRESOLVED ISSUES DISTRIBUTED

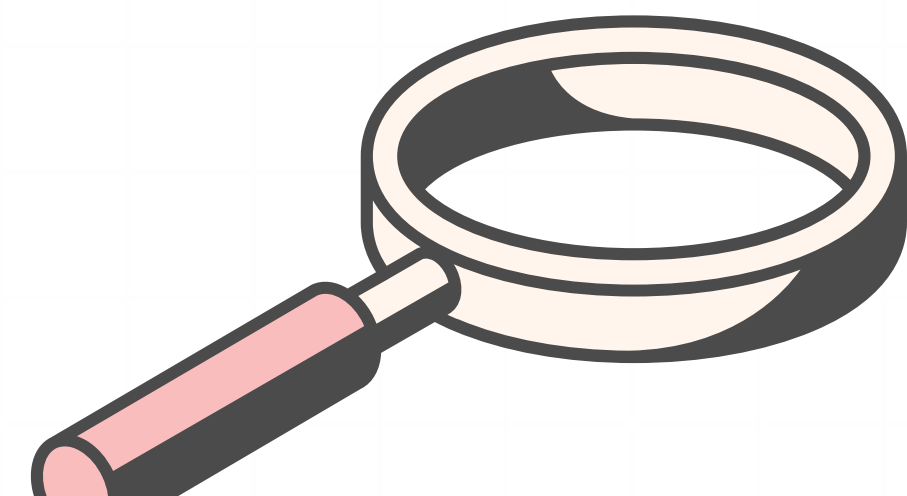


Key Observations:

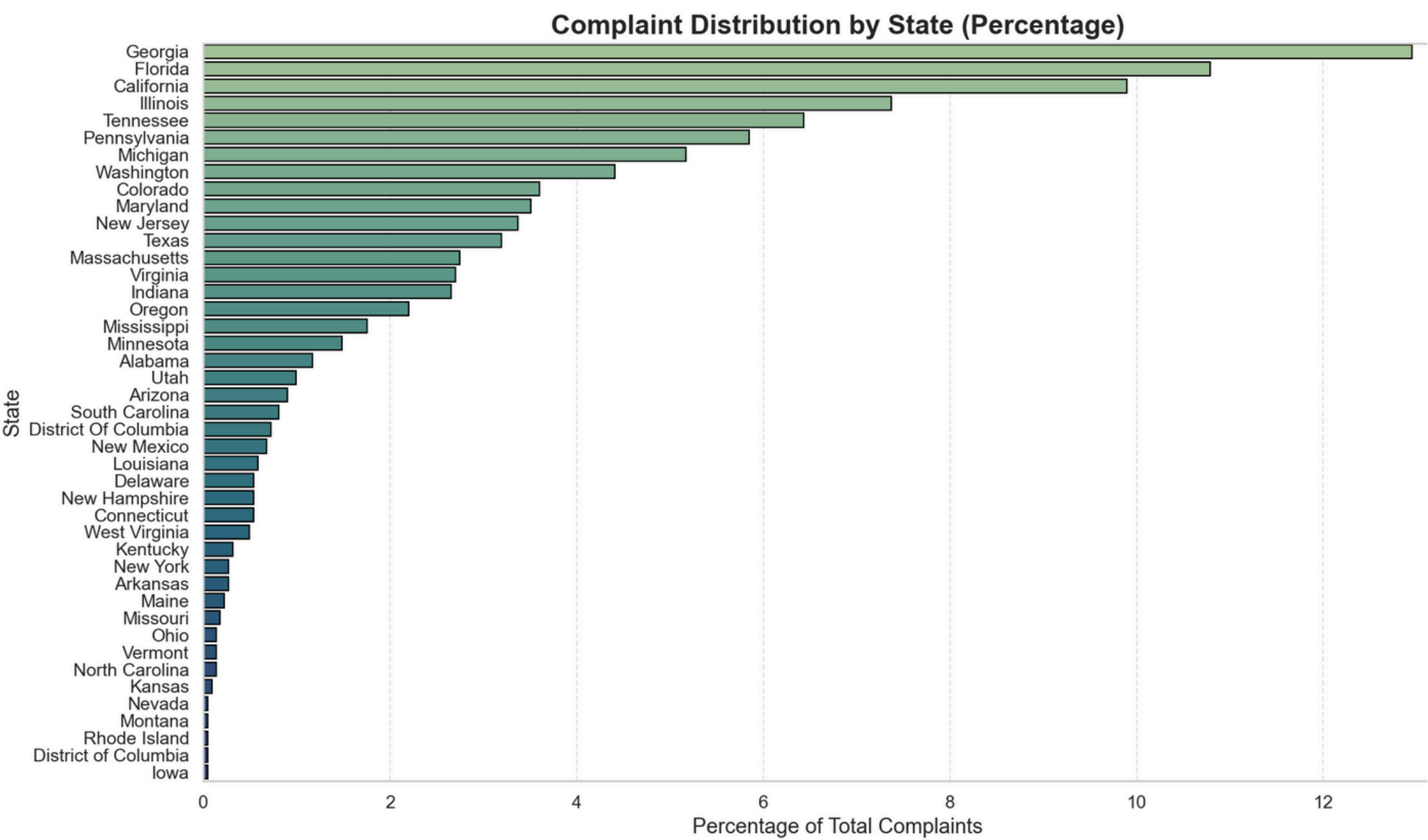
- instead of pending, greater cases is still in **open** status which mean complaint has been received but none take action can be due to just entered the system
- still, in Data Caps and Internet Service, pending status are many, exceeding **100 cases**

what to do:

- since no data is available, look for the current number of staff, to assess whether it is under capacity because it can be related to the number of pending case



GEOGRAPHICAL ANALYSIS

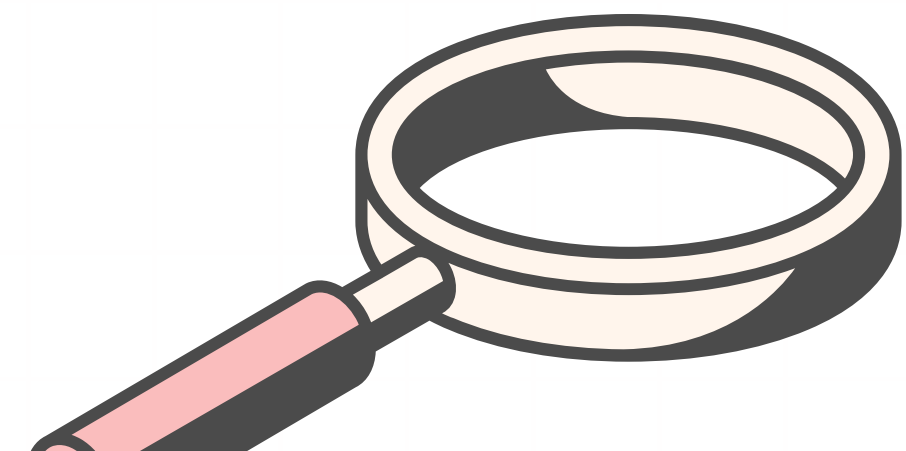


Key Observations:

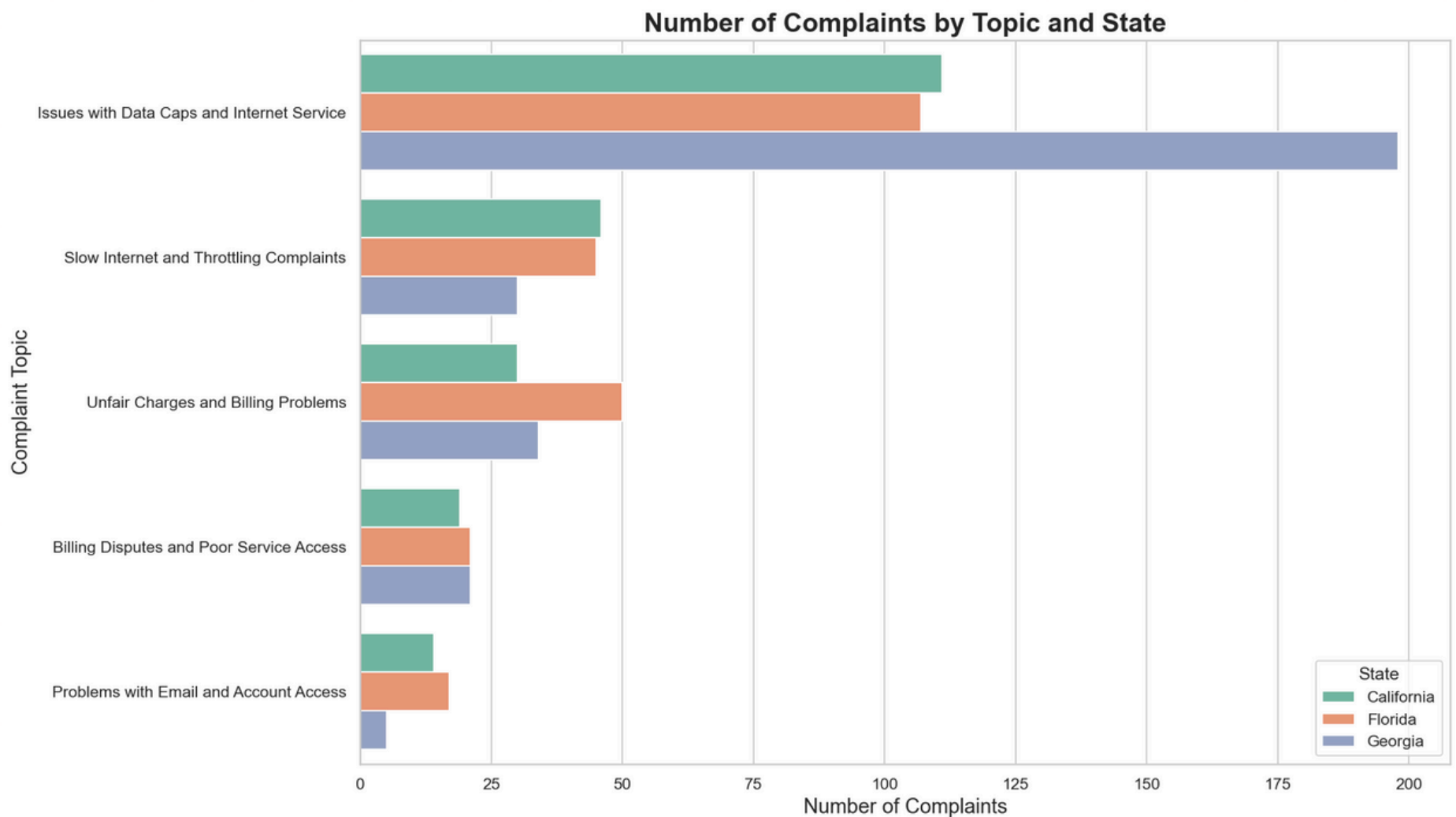
- At state level, **Georgia, Florida** and **California** became the three most frequent complaint states in terms of percentage

what to do:

- If Georgia, Florida, and California are the top three states with the highest percentage of complaints, then focus operational efforts on these regions by deploying targeted customer service improvement plans.
- If these states continue to generate the highest volume of complaints, then perform a localized analysis to identify recurring issues (e.g., service coverage, billing errors, network reliability) and tailor solutions accordingly.
- If customer dissatisfaction in these key states is not addressed promptly, then there is a risk of increased churn and reputational damage—especially in high-density markets



Data caps and internet service are the dominant complaint topics in the most frequently complaining states...

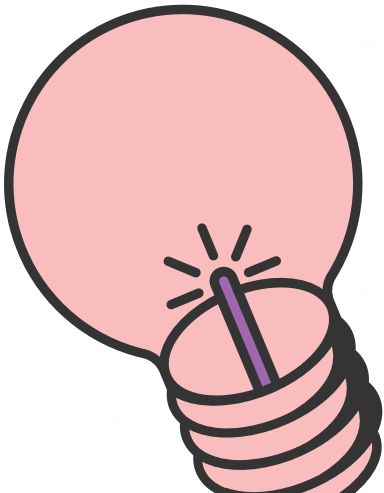


Key Observations:

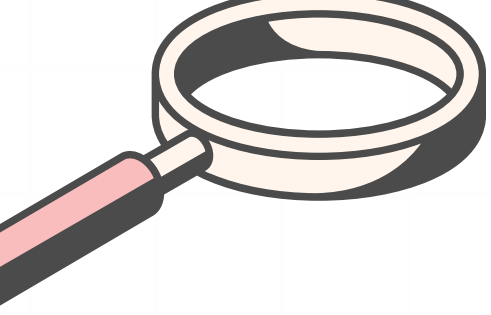
- The issue is clear: Data Caps and Internet Service problems dominate complaints in the top three states — Georgia, Florida, and California.
- In each of these states, complaints on these two topics have exceeded 100 cases, significantly higher than other topics.
- By comparison, other topics generally have fewer than 50 cases.
- In Florida, there’s a notable secondary concern: many customers report issues related to Unfair Charges and Billing Problems.

What to do:

- Fix for Data Caps & Internet Service Issues may cause greater decrease in number of complaints
- Be fast. Accelerate resolution processes to minimize dissatisfaction and reduce customer churn risk.

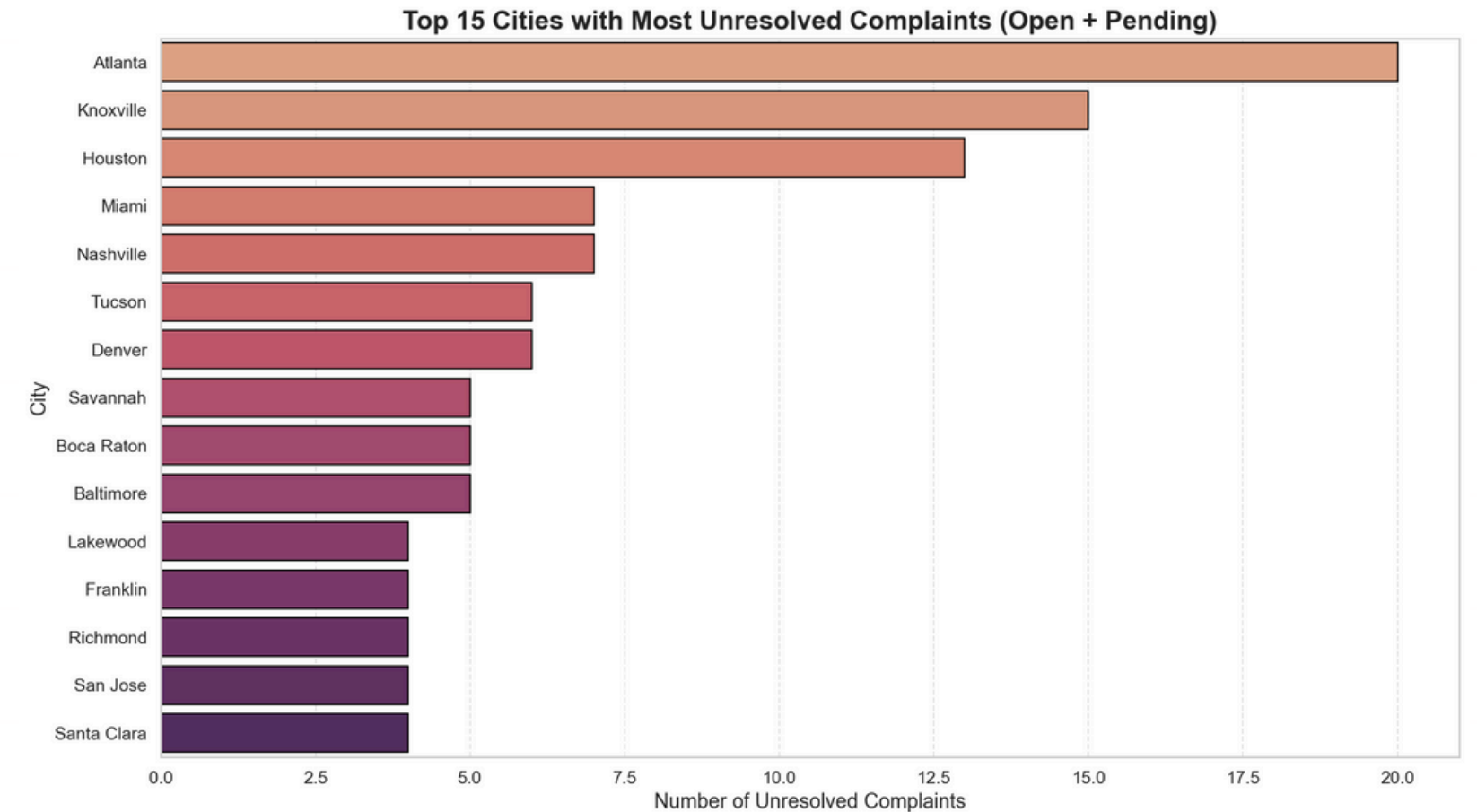
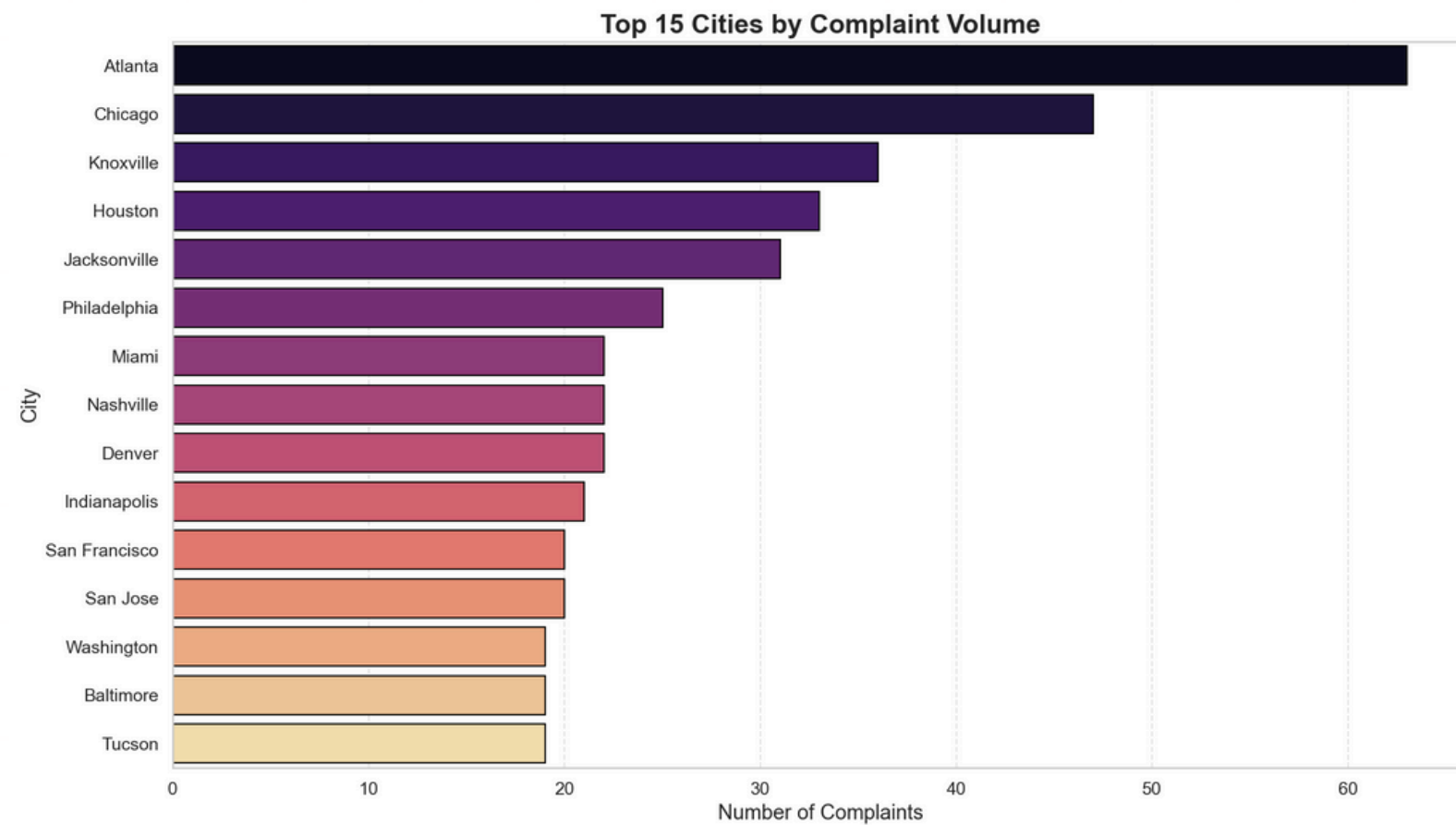


topic_label	California	Florida	Georgia
Issues with Data Caps and Internet Service	111	107	198
Slow Internet and Throttling Complaints	46	45	30
Unfair Charges and Billing Problems	30	50	34
Billing Disputes and Poor Service Access	19	21	21
Problems with Email and Account Access	14	17	5



How about complaint at the city level?

Atlanta: a red flag...



Key Observation:

- Chicago ranks second in complaint volume, but shows strong resolution performance—most complaints have been handled well.
- Atlanta is a red flag: it's #1 in complaint volume and also #1 in unresolved complaints (Open + Pending).
- Other cities of concern with high volume or unresolved issues include Houston, Knoxville, Miami, Jacksonville, and Philadelphia.

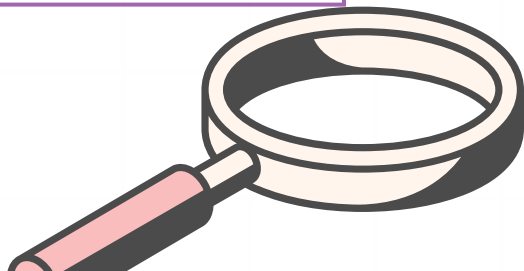
What to do:

- deploy urgent action in Atlanta
- Replicate Chicago's Resolution Model

So what now?

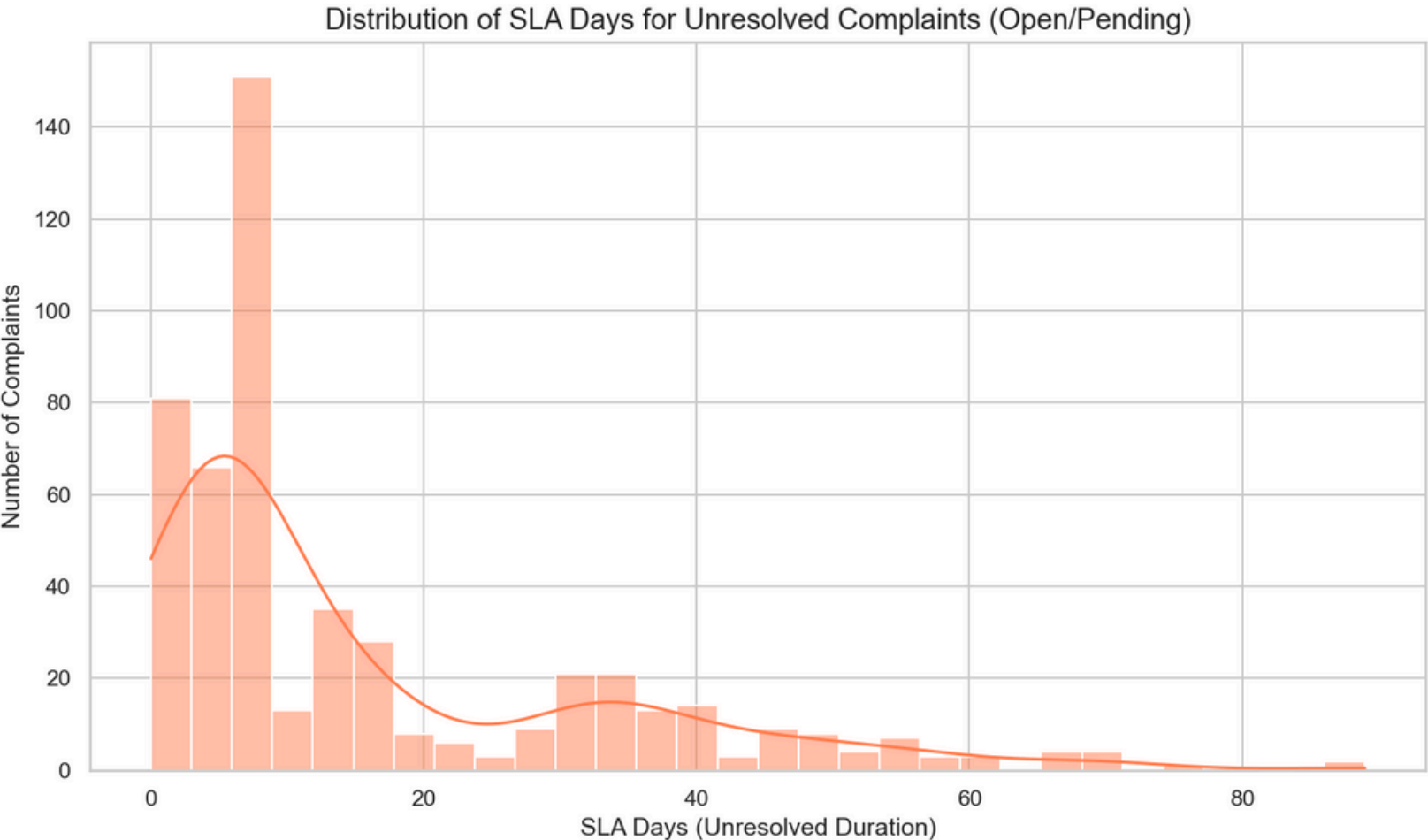
Mapping a priority level..

Complaint Topic	Closed	Open	Pending	Solved	Total Complaints	Unresolved (Open + Pending)	Unresolved Rate (%)	Priority Level	Interpretation
Billing Disputes and Poor Service Access	75	42	9	81	207	51	24,64	Medium	Significant number of open cases. Requires timely respond follow-up to avoid delays.
Issues with Data Caps and Internet Service	392	194	115	531	1232	309	25,08	High	Highest volume of unresolved complaints. Needs focused response team or task force.
Problems with Email and Account Access	20	18	4	38	80	22	27,5	Quick Win	High unresolved ratio. Can be resolved quickly to boost customer satisfaction.
Slow Internet and Throttling Complaints	118	72	20	178	388	92	23,71	Medium	Needs management but not the top urgent priority.
Unfair Charges and Billing Problems	129	37	6	145	317	43	13,57	Low-Medium	Relatively manageable. Still needs monitoring to prevent backlog.



SLA ANALYSIS

SERVICE PERFORMANCE AND RESPONSIVENESS



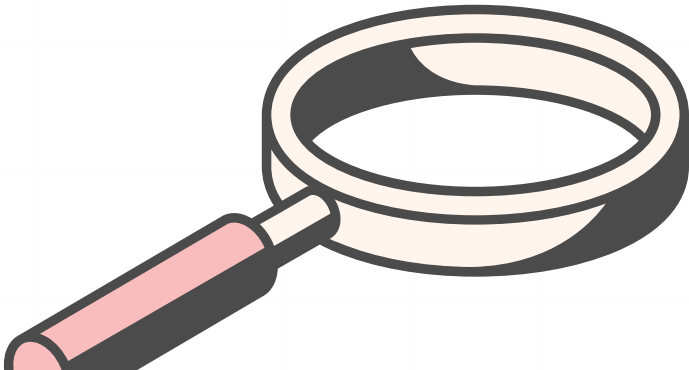
SLA Days Group		Complaint Count	Percentage
0	0-7	257	53.32
1	8-14	54	11.20
2	15-21	39	8.09
3	22-30	20	4.15
4	31-60	101	20.95
5	61-90	11	2.28
6	91+	0	0.00

Key Observations:

- 53.32% of unresolved complaints are within 0–7 days, meaning over half of the complaints are relatively new and still within an acceptable range.
- around 46.7% of complaints take more than a week which could be a red flag for service responsiveness
- Nearly half of unresolved complaints are delayed beyond one week. This may lead to:
 - Customer dissatisfaction
 - Higher risk of churn

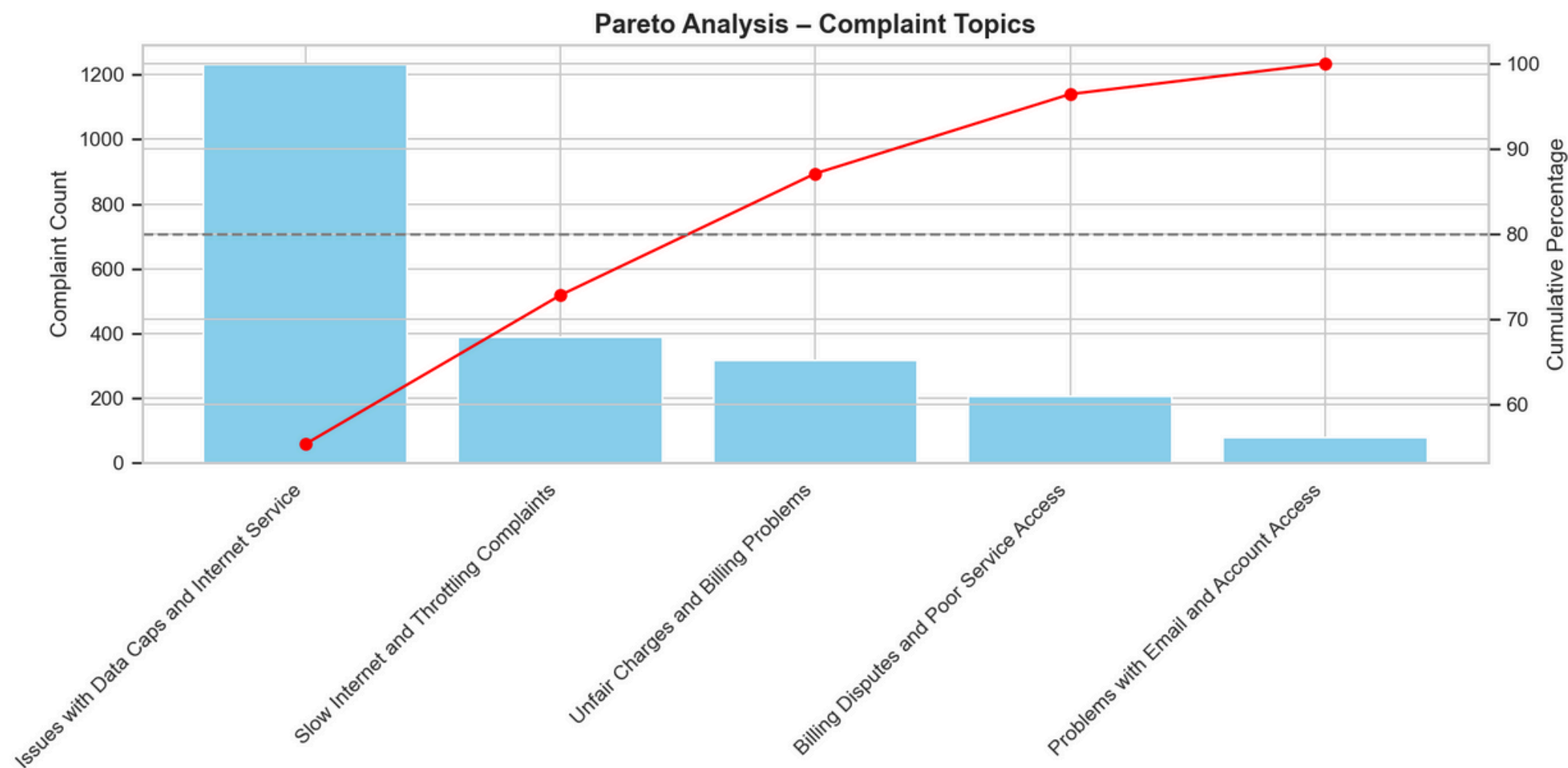
What to do:

- Set an internal target, e.g. 80% of complaints must be closed/solved within 7 days. That being said, if the total complaint is 482 cases, 385 cases must be solved/closed within that timeframe
- Investigate teams handling >14 days cases — may need escalation routing or staff reallocation



PARETO ANALYSIS

APPLYING 80/20 RULE

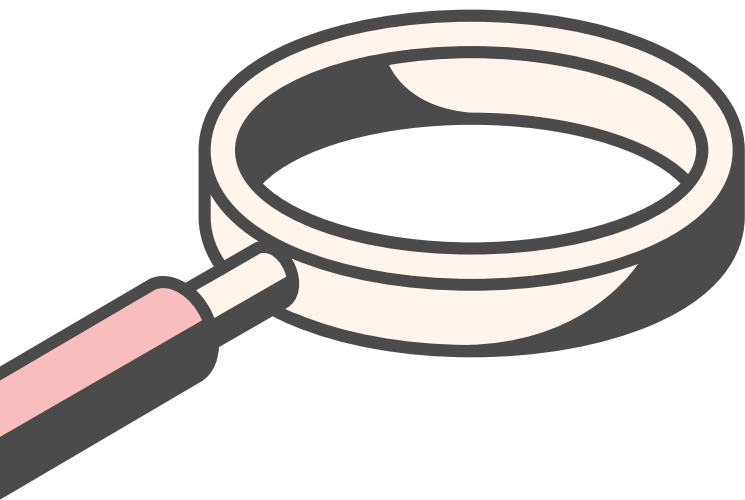


Key Observations:

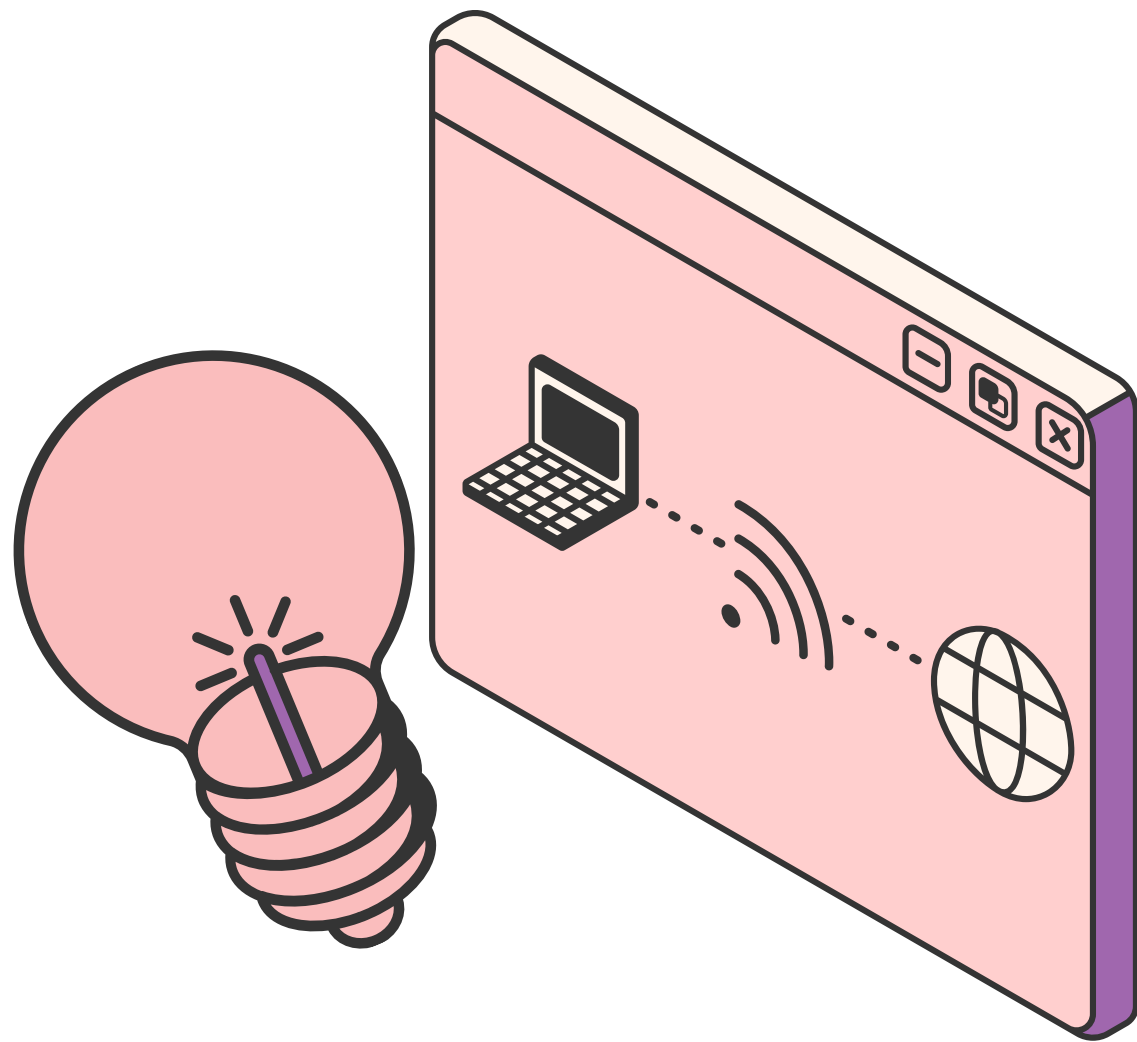
- “Issues with Data Caps and Internet Service” is by far the largest contributor, followed by “Slow Internet and Throttling Complaints”.
- These top 2 categories alone account for approximately 70–75% of total complaints.
- The red line (cumulative percentage) shows that the first three topics cover nearly 90% of all complaints.
- It indicates that core service delivery issues (network/internet-related) are the primary pain points for customers.
- Billing-related topics, although still significant, are secondary.

What to do:

- Prioritize Fixes: Focus on resolving issues related to data caps and internet performance first, they drive most complaints.
- Enhance Network Quality: Improve infrastructure and review throttling/data cap policies.
- Set stricter response time targets for top complaint categories to boost responsiveness.
- Proactive Communication: Inform customers about ongoing improvements in key areas to manage expectations.
- Track Progress: Monitor complaints monthly to assess impact and adjust actions



CONCLUSION & BUSINESS RECOMMENDATION



1

On increasing resolution rate

- Data Caps and Internet Service (309 unresolved)
- Slow Internet/Throttling (92 unresolved)

Successfully resolving these 500 unresolved complaints can drive the Resolved Rate above **90%** as per previously mentioned and targeted business objectives, significantly boosting customer trust and retention. Additionally, all customer complaints must be responded to within 7 calendar days as a new operation standard to keep it rate high

2

Preventive Action: Improve Internet Quality to reduce 50% complaint rate in Q3 and Q4

Internet quality issues, directly contributing to over 30% of Q2 complaints in high-volume states (GA, FL, CA), necessitate immediate network and bandwidth investment. Addressing these issues, which account for approximately 70% of total complaints in these states, is expected to significantly reduce overall complaint volume by Q3 in line with 50% complaint reduction plan

3

Manage Customer Expectations with Data Cap Education

A 220% spike in June complaints, with 50% directly related to data caps, necessitates proactive customer education. Many users are unaware exceeding monthly limits slows speeds. Implement real-time notifications, offer data-saving tips via multiple channels, and provide tiered/unlimited plans to prevent user frustration

4

Unresolved Complaint Outreach Initiative

For the 500 unresolved complaints, especially the 46% exceeding one week, initiate targeted outreach with the following actions:

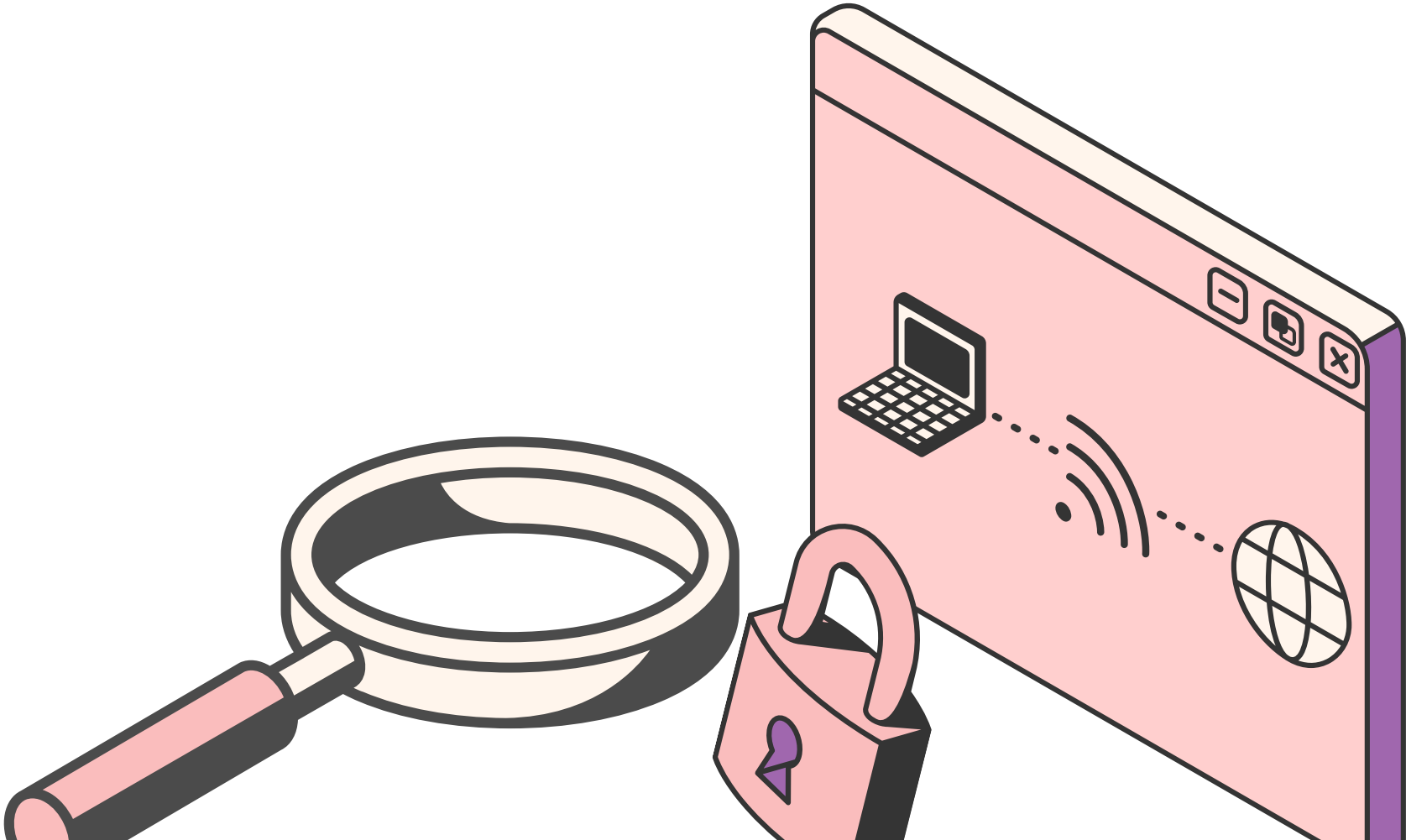
- Provide timely updates on the progress of complaint resolution.
- Offer appropriate compensation, such as a small one-month discount, as a gesture of goodwill.
- Clearly communicate the steps being taken to resolve their specific issue

Q3 FORCAST SCENARIO & KEY PERFORMANCE INDICATOR (KPI)

Scenario	Volume Target	Condition	Impact
Worst-case (complaints spike continues)	3,000+ in Q3–Q4	If data cap issues & poor internet quality are not addressed	Higher costs, increased churn rate, declining brand trust
Current Baseline (Q2)	2,224	23% unresolved complaints (≈500 cases)	Requires urgent action
Target Improvement	≤1,000 in Q3–Q4	If issue handling is effective, customer education improves, and status updates are active	Complaint volume drops by 50%, better retention, improved SLA compliance

Key Performance Indicators (KPI) Q3

KPI	Target
Response within 7 Days	≥ 95% of complaints
Resolved Rate	≥ 85%
Unresolved > 7 Days	≤ 5%
Complaint Volume (Q3–Q4 total)	≤ 1,000 complaints



THANK YOU