


**WOLKITE UNIVERSITY**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF MARKETING MANAGEMENT**

# ASSESSEMENT OF CUSTOMER COMPLAINT HANDLING PRACTICE (CASE STUDY ON ETHIO-TELECOM WOLKITE BRANCH)

***A SENIOR RESEARCH SUBMITTED FOR PRACTICAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF BACHELER ART IN MARKETING MANAGEMENT BOARD OF EXAM***

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## Abstract

*This paper deals with customer complaint handling and how it is being satisfy customers. This research descriptive type of research it describe general data gazered. The paper is conduct in Ethio telecom and focuses on asses handling customers' complaint in the service delivery. Primary data is gathered from conveniently selected customers from the entire people who get the service at this period of time. The data collected through questionnaires to customer among the total population of customers,70 customers are considered as a sample .however from distribute of 70 questionnaires and also 70 are returned. Finally the researcher has identified the major factors that has contribute for the occurrence of complaint and proposed a solution for the handle complaints.*

# Chapter one

# 1. Introduction

This part of the study considered background of the study, background of the organization statement of the problem, research questions, objective of the study, significant of the study, scope of the study, limitation of the study and organization of the study.

## 1.1. Background of the study

According to McGraw hill (2005) complaint is an expression of dissatisfaction customer is must clearly voice through the complaint, that they make about the service provision for many companies this may be the sold method of keeping in touch with customers. Complaints by customers referring to instance of what they poor quality service may, if treated construct vary provide a rich source of on which to base policy for improving service quality.

According to peteMudie& Angela pirrie,( 2006) handling customer complaint correctly is an incredibly important part of the overall service experience you deliver often time, a negative experience that a customer has with your business can be salvaged and turned into an opportunity to win them over for life but being able to handle negative feedback in a positive way takes plenty of practice.

Customer complaints are actually helpful to the organization for several reasons. First, they give the organization chance to recover organizational weakness. In deeded, there is some evidence to suggest the customers whose complain leads to a successful recovery of that service experience end up more satisfied than those customers who found the initial service encounter satisfactory.

It also diminishes the risk of bad publicity, either from personal word of mouth or more damaging leaks through the press to the general public and it provide, information they shall be useful for development of the service. The handling of complaints shall be resource, it has been shown that even those customers who have their complaints satisfactory resolved are more likely to switch service provider than those who had not been dissatisfied in the first place.

According to Muhammed and Ernest, (2009). In this competitive environment telecommunication technology enable businesses and industry to grow at a faster speed in order to contribute to the economic development of nation, and telecommunication infrastructure as a factor that multiple economic growth by providing employment improving business efficiency and contributing towards international investments. Growing customer's needs for cheap, accessible and efficient communication modes leads to phenomenal growth of cellular phone industry. In order to obtain sustainable competitive advantage, telecom firms are forced to make innovation and do the best for customer satisfaction (Gronroos, 2004).

The telecommunication sector aids decision making, organizing, influencing, activating, instructing, providing feedback, promoting interpersonal and business relationship as well as exchange of information due to the poor performance of many telecommunication firms, particularly in our country, governments have has to intervene through divestiture and privatization program from ( pong and Henten, 2004). Complaining customers are expressing their dissatisfaction which they may hope results in action being taken to put this right (Helms and mayo, 2008). This action can be in the form of compensation, a verbal apology, a written apology, and explanation, willingness to recover service defect, reduce response time etc. alternatively, they may just be raising awareness of the problem without having any negative felling toward, the organization and service provider.

Organizations can't avoid customer complaint permanently but it is possible to minimize it Ethio-telecom is a state owned enterprise and the sole telecom service provider in the country. The Ethio-telecom service has make rapid step both quality and quantity. However the users at large are found dissatisfied with quality and quantity of service (Tele Nayarit, 2007). This days internet has a great role for socio-economic and political development of

nations. Most of the organization in these days has treated customer handling procedure as strategic marketing tools. Service providers are frequently exhorted to strive towards a "zero defects" service; the ability to "get it right first time" is thought to offer significant benefit to organization in terms of both customer evaluation & cost of delivery (Schaefer and Christine 2005).

## 1.2 Statement of the problem

Ethio-telecom was the sole service provider, since they are monopoly government organization. However the customers of this organization need different service provision, which include telephone service. But service delivery may have limitation in some extent, this leads to customer dissatisfaction and complain. The slow speed of connection, constant breakdown of network, excess payment and ineffective service provision leads to arising complaints. Manager negligent and lack of initiatives are as much to blame. Generally, Ethio-telecom inability to provide quality service as poor infrastructure create grievance with in customer mind. Any organization faces complaint due to failed product/service distributed and consumed interaction between service provider and service receiver. The reason why researcher conduct study is that many service providing companies have developed strategies to encourage Customer satisfaction and loyalty but they have not develop complaint handling tools as a marketing strategy. The researcher needs to make realize study and put analyzed recommendation and show the relevant of complaint used as a feed back to improve complaint handling practice of company.

As the previous study conformed, complaint handling practice has a great role for customer's satisfaction, attraction and retention. Ethio-telecom service provision is no longer luxury, but a necessity that will be crucial to every country's economic, social and political growth and limitations on the extent to which a service provide can control the range of different interaction with customers, thus conducting this research is rational with the aim to search solution, for the following research questions (Koller and keuer, 2006).

## 1.3. Research question

1. What are the types complains usually occur by unsatisfied customers?
2. What are the factors that contribute for the occurrence of the customer complaints?

3 How does Ethio-telecom respond to words these complaints?

## 1.4 Objective of the study

### 1.4.1 General objective

Assess customer complaint handling practice of Ethio- telecom in wolkite branch.

### 1.4.2. Specific objective

- ✓ To identify the types of complaints that usually occurs by unsatisfied customer
- ✓ To identify the factors that contributed for the occurrence of customer complaints.
- ✓ To identify how Ethio-Telecom respond to wards complaints.

## 1.5 Significance of the study

The significance of this paper consists of the following relevant points:

Can be used as a base for other researcher who would study and investigate this title. This would help the company to get insight about its service provision performance which will trigger the company to conduct further investigation and pin point fault areas if there is a need to improve their service provision.

Ethio- telecom shall re-examine their service & delivery system in order to cope up with the dynamism of information and communication technology. Thus senior manager of Ethio-telecom should adequately understand and be able to measure the impact of information and communication technology on betterment of their performance in general and customer service quality in particular.

The result of the study helps employers and managers and any relevant decision makers to be the role information and communicate technology plays on performance any activities. The study tries to cover the factors determine the service provision in Ethio-telecom all user, which are located in wolkite. The study proposed important recommendations and strategies for improving the performance of service delivery. This study to give how customer complains is being carried out in the organization. It helps to Ethio-Telecom to take corrective action and measure. To investigating the problem that helps the company. It

builds up the reputation image of company. To increase the confidence of the customers on the company. It facilitates faith full policy and strategy of Ethio-Telecom.

## 1.6 . Scope of the study

This study was confined only to know the handling of complaint in Ehtio- telecom service delivery. The study examines the Ethio- telecom service performance to handle and assess the customer‘s complaint in wolkite branch. The area of the study focus the service giving organization which is Ethio-telecom in wolkite branch and measure the handling of complaint in service providing activities. The study also would have customer and service delimitation which are industrial customers including, university, collage, private agency, banks and individuals are considers of the study. The ethio-telecom service which include; telephone service with network connections, fixedline, internet service, mobile card delimitation.

## 1.7. Limitation of the study

The main focus of the study would have conduct only in wolkite branch, while further study or the other region in the country would have a significant effects on the comprehensiveness of the study. The study would have failure to appraise all customer complaint and handling methods Ehtio-telecom would be applied in wolkite branch as far as the company under the study is concern data for analysis without limitation. There is no constraint on data and information on the macro and sectorial environment as they are abundantly available in official publication of government ministries, agencies, and institutions as well as internet.

## 1.8 Organization of the Study

The paper was contain one content. The content was deal with the introduction that was include background of the study, background of the organization, statement of the problem, objectives of the study (general & specific) then the significance of the study , the scope of the study, limitation of the study, organization of the study And also deal with materials and methodologies used in the research to interpret the results. Chapter two which study about review literature of Ethio-Telecom .chapter three deals with research methodology. The chapter four deals with the presentation analysis and

interpretation of the research finally, the last and the five chapters include conclusion and recommendation of the research.

# Chapter two

# 2. Literature review

## 2.1. Introduction

This topic consists of complaint definition, types of complainers, manage complaints to enhance loyalty, understanding customer behavior and beyond complaint handling to delighting customers and others.

## 2.2 What is complaint?

According to kotler&keller, (2006) It is an expression of dissatisfaction make to an organization, managers or other person related to any or more of its products, service or the manner in which it has deal with any such expression of dissatisfaction. Where a response is either provide by or on behalf of the organization at which contract is made. Complain offer business an opportunity to correct immediate problem. In addition they frequently provide constructive idea for improving product, adapting marketing practices, upgrading services, modifying promotional mixes and product information. While occasionally problem as with service of merchandise are to some extent, inevitable dissatisfy customer are not complain can learn to resolve from mistake. A good recovery can turn angrily, frustrate customers into loyal one (Graham, 2002).

## 2.3 Types of complainers and how to respond effectively

According to researchers Allen F. wysocki, Karl W. kepner ,and Michelle W.Glasser,(2015), complaining customers can be divided into five categories, identify each type is motivate by different beliefs, attitudes and needs, consider the following definitions of the types of complainers how one may respond to them and the danger of not handling complaints effectively .

**Meek customer**

They will have not complaint Response; must work hard of soliciting comments and complaints and act appropriately to resolve

**Aggressive customer**

Opposite of the meek customer readily complaints of ten loudly and at length

**Response**: listen completely ask: “what else?” agree that a problem exists and indicate what will be due to resolve it and when?

**Danger**: being aggressive in return. The aggressive customer does not respond will to excuse or reason why the product or service unsatisfactory.

**High roller customer**

Expects the absolute best and is willing to pay for it. Likely to complaint in a reasonable manner, unless a hybrid of the aggressive customer.

**Rip-off customers**

The goal is not to yet the complaint satisfy but rather to win by getting something the customer is not entitle to receive. A constant and repetitive “not good enough” response to efforts to satisfy this customer is a sure indicator of a rip off artist.

**Chronic complainer customer**

Is never satisfied there is always something wrong. This customer’s mission is to whine, yet he/she is your customer and as frustrating as this customer can be he/she can’t be dismissed.

## 2.4 Manage complaints to enhance loyalty

According to Dell. Howkins& Goodman, (2003) Complaints, like death and takes are inevitable even market leader encounter them. But each grievance represents a chance to correct a flowed process, educated a customer and strengthen loyalty. Multiple studies already show companies with high quality customer service and effective customer complaint handling process can change a premium as well as increase loyalty. Unless decision makers fully understand customer complaint behavior and can qualify there turn on investment of complaint handling, they won’t see the like between complaint handling and loyalty, profits and its unlikely they will never allocate adequate resources for change.

## 2.5 Understanding customer behavior

According to Singh (2007) subsequent studies for the last 20 years have confined to confirm technical assistance research programs initials fining that every problem present an opportunity to enhance both loyalty and word of mouth. Every grievance offers a chance to correct a process educate a customer and strengthen loyalty. Armed with facts you can convince organizational leadership improved profits will came from allocating adequate resources to complaint handling.

## 2.6 Customer loyalty

According to Seyed (2007) we call this behavior "trained helplessness," whom adopts the mind set its future to bother complaining because nobody will change the policy. Therefore complaint rates appear to be declining in all sectors.

According to (Del. Hawkins, Newman & Goodman, (2003) Word of mouth is a key source of customers in interviews with the executive, of five major financial service companies. They confirmed more than 40% of all new clients and in two cases more than 50% of all new clients came as a result of personal referrals from existing customers. According to Jeff Toistor (2013) Customer does not complaint for four reasons:

It will not do any good
It is not work the trouble
I do not know where to complaint
I am afraid or retribution (then employees or company will counter attack).

All four barriers can be reduced or eliminated via effective communication. It won't do any good. This reasons are more difficult to address but can be partially dealt with by stressing to employee that most complaints are due to a brake process rather than in competent employees. Therefore, the complaints solicitation shall ask the complainant for suggestions on how to improve processes.

## 2.7 Beyond complaint handling to delighting customers

According to Dell. Hawkins and Newman (2003) the same process that handles complaints has the potential to delight customers further enhancing loyalty technical assistance research program analyzed five recent surreys from clients in investing banking and insurance in

which customer are ask “have you receive any service that delighting you or is extraordinary? An ongoing relationship with an individual usually a specific staff person is name also provide only a moderate lift. Another surprise is friendly 90 second interactions create an emotional connection that cement the relationship with the customer.

## 2.8 Benefits of effective complaint handling process

**According to Davis and Orson**, (2003);five benefits of and effective complaint handling process are:

Soliciting and satisfying a complaint usually results in a 50% increase in loyalty.

Moving a complaint from dissatisfied to completely satisfy raises loyalty 30 to 50% and produce significant word of mouth the source of 20% to 70% of new customers.

Many problems leading to complaints can be preventing via proactive customer seducation.

An effective voice of the customer process can identify problem prevention opportunities that can reduce your overall services expense by 10 to 15%.

Loyalty can be further enhancing by identifying in expensive delighters.

Aggressively solicit complaints via multiple channels, ensuring the message is in front of the customer exactly when he/she is most likely to have a question of problem

## 2.9 .The effects of complaint handling on customer loyalty

According to Stauss, (2007) Loyalty with complaint handling is the loyalty of that customer who complains with the service providers' response to the complaint. The model proposed to study loyalist with complaint handling incorporates all the constructs that Szymonski and Henarki(2001), analyze in their meta-analysis of loyalty ancients: expectation, performance and disconfirmation of expectations equity and affect. Therefore, loyalty may be based on the compilation between the individuals’ expectation and perceived performance (oliver, 1980), on their perceptions regarding costs- benefits related to the service encounter and consumption experiences (oliver and swan, 1989) and on the affect experienced by the customer (west brook and oliver, 1991).

# Chapter three

# 3. Research methodology

## 3.1. Description of the study area

Ethio-telecom service was introduce in Ethiopia by emperor Minilik the 2 in 1884 when the construction of the telephone line from Hararto the capital city of Addis Ababa, commenced.The Ethiopian government has policies and strategies with a view to expanding the horizon of information communication technology to enable the telecommunication sector to play a pivotal role in the enhancement of the economic development of the country. In line with such initiative, the Ethiopian telecommunication has been scowling remarkable achievements in the sector following its engagement technological over haul,modern marketing and development of business schemes, human resource development and capacity building and promoting of broad band network project over the past four years.On top of these with the support of forerignconsultants;Ethio-telecom is doing its level best to undertake multi financing activities with a view to rasingnation wide telecom service in both quantity and quality. In 1984 with a large population but that study do not know ethio-telecom customers. The service provided by ethio-telecom like network and communication.

The study was conducted in Wolkite town, Guraghe zone of South Nation Nationalities and People's region .Wolkite town is found around 185 km far from the capital city of Ethiopia, Addis Ababa

## 3.2 Research Design

This research is descriptive type of research .It describes the general nature of the data gathered. The reporting of descriptive statics allows for the describing and comparing of variables numerically to enable certain conclusion to be reached in terms of the data gathered. Therefore, by considering the above the descriptive survey is help to see the actual practice of handling complaint activities live how need is assessed, how and when the handling is evaluated and it is also assist to gather information regarding to the problem and challenged encountered. It is used to determine the current status of these handling

complaint activities of the organization through fact finding by using primary data collection and document analysis.

### 3.3. Target population

The target population of this study used Ethio-telecom customers It is useful to start this section by identifying many reasons behind chroming Ethio-telecom as place to conduct this research. Importantly, it is the working place of the researcher, which means that the researcher was able to collect the required information for this research without any difficulty regarding organizational cultural difference, time issues and so on. A research population as the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran 2003). The target population of this study is all customers who are living in wolkite Town. The target populations of the study were unknown customers.

### 3.4. Sample size

The researcher would have use convenience sampling method. Because it is difficult to get the customers in one place at a time, so this type of sampling technique is fast, inexpensive, easy and the subject are readily available.

The researcher had taken 70 customers from the total population as a sample of representative. The researcher involves selection participant from the parts of population which is close to hand. This study sampling participants using the list of customer who have use at least one of the technology based service/ products in Ethio-telecom.

### 3.5. Sampling method

The researcher would apply to conduct the research is convenient sampling technique. Because the data was gathered fastly, easy to use, cost effective and only use available customers at hourly service delivered.

### 3.6. Type and Source of data

The data for the study would gathered from both primary and secondary source of data. Primary data would be collected from the organization customers by distribute

questionnaire. The secondary data would be collect from books related to research under study and related literature.

### 3.7. Data Collection Tools and Process

To make the study more precise and effective researcher was used both quantitative and qualitative research method. The quantitative research was used for questionnaire that for customer and employee of Ethio-telecom. the qualitative research was used interview from managers of Ethio-telecom. Because communication with managers was face to face communication. The primary data was collected through questioner which include both open end and closed ended questions for customers.

### 3.8. Methods of data analysis

It is the very importance to look at the data type that researcher would used in the study of the quantitative data analysis would be apply. The tools that the researcher would used ware percentages. After having data analysis corresponding interpretation is making.

# Chapter four

## 4. Data Analysis, presentation and Interpretation

This chapter deals with analysis, presentation and interpretation of the collected data from the questionner based on convienence sampling methods in Wolkite town. For this finding 70 paper had distributed to customer and out of 70 papers, 70 papers have completed properly and retuned.

Table 4. 1 the demographic characteristic of respondents

| No | Items | Respondents | |
|---|---|---|---|
| | Personal information | No | % |
| 1 | Sex | | |
| | Male | 29 | 41.43 |
| | Female | 41 | 58.57 |
| | Total | 70 | 100 |
| 2 | Educational level | | |
| | Primary education | 7 | 10 |
| | High school and below | 3 | 4.29 |
| | 10+1 or 10+2 completed | 25 | 35.71 |
| | Certificate/diploma | 20 | 28.57 |
| | First degree and above | 15 | 21.43 |
| | Non educated | -- | |
| | Total | 70 | 100 |
| 3 | Monthly income level | | |
| | Below 1000 | 12 | 17.14 |
| | 1001-1500 | 27 | 38.57 |
| | 1501- 2500 | 31 | 44.29 |
| | Above 2501 | -- | - |
| | Total | 70 | 100 |

Source; Questionnaires, (2020)

As shown in the table 3.1, of the respondents were 41.43% males and 58.57% females. In the same table 3.1 item 4.29% of the total were high school and below,10% primery,28.57% certificate or diploma, 35.71% of 10+1 or 10+2 , the other hand 21.43% were first degree and above in their education level. This implies that most of the respondents were educated it means they could apply their complaint's by any means. While reference to this, the same table 3.1, item 17.14% of the respondents have an income level which was less than 1000, 38.57% where have of 1001-1500 monthly income level, 44.29% of the total respondent were have of monthly income level of 1501-2500. This shows that most of the respondents monthly income were between 1501-2500. Its implication was they were stable in their monthly income and this shows them paid their monthly telecom services payment within a specified period of time.

## 4.2 Analysis of customer respondent

Table 4. 2, service provided by the ethio-telecom

| No | Items | Respondents | |
|---|---|---|---|
| 1 | What type of service do you get from ethiotelecom ? | No | % |
| | Sim card | 18 | 25.71 |
| | Mobile | 15 | 21.43 |
| | Fixed line | 12 | 17.14 |
| | Voutcher card | - | - |
| | Iternet | 25 | 35.71 |
| | Total | 70 | 100 |

Source; Questionnaires, (2020)

As shown in table 3.2, 25.71% of the total respondent got sim card service, 21.43% of respondents got mobile service, 17.14% of the respondents got home fixed line service and the other 35.71% of the respondents also got Internet service.

This implies that ethio-telecom give different types of telecom services for their customers.

Table 4. 3, customer perception about service

| No | Items | Respondents | |
|---|---|---|---|
| 1 | How do you see the service delivered by Ethio-telecom? | No | % |
| | Excellent | 16 | 22.86 |
| | Very good | 15 | 21.43 |
| | Good | 25 | 35.71 |
| | Poor | 14 | 20 |
| | Total | 70 | 100 |

Source; Questionnaires, (2020)

According to table 3.3, 22.86% of the total respondents answered that the service was excellent, 21.43% of the respondents answered that service was very good, 35.71% of the respondents answered that service was good and 20% of the respondents answered that service was poor. This shown that more of the customer in this organization were served and also satisfied with service they got, on the other hand there is few compliant.

Table 4. 4 occurrence of service failure

| No | Items | Respondents | |
|---|---|---|---|
| 1 | Have you faced any service failure ? | No | % |
| | Yes | 39 | 55.71 |
| | No | 31 | 44.29 |
| | Total | 70 | 100 |

Source; Questionnaires, (2020)

According to table 3.4, 55.71% of the respondents replied that they have a service failure,44.29% of the respondent replied that have not a service failure. This shows that although 44.29% of the respondent replied no service failure, here was ausual occurrence of service failure, which might load to compliant.

According to the question asked about the service failure that had occurred, respondents has suggested as network failure, excess service payment, and lack of prompt service. This implies that there was a high service failure in Ethio-telecom. Therefore, the organization identifies those failures and makes corrective measurement against those failures.

Table 4. 5 complaining process

| No | Items | Respondents | |
|---|---|---|---|
| 1 | Have you complained on the service failure that you have faced? | No | % |
| | Yes | 49 | 70 |
| | No | 21 | 30 |
| | Total | 70 | 100 |
| 2 | If your answer for question yes, how did your complain about the problems related to service being delivered by ethio-telecom? | | |
| | By telephone | 37 | 52.86 |
| | By e-mail | 3 | 4.29 |
| | Face to face | 30 | 42.86 |
| | Total | 70 | 100 |

Source; Questionnaires, (2020)

According to table 3.5, 70% of the respondents have responded “yes” and 30% of the respondents have responded “No”this shown that customers had complained on the service failure that had occurred. In the same table 3.5, 52.86% of the total respondents complained by using telephone, 4.29 of the total respondents complained by e-mil and 42.86% of the total respondents complained face to face. This implies that most of the customers had complained by telephone.

Table 4. 6 compiaintmeasurment

| No | Items | Respondents |
|---|---|---|

| | | | |
|---|---|---|---|
| 1 | How easy or difficult was it to get in contact with company to make your complaint? | No | % |
| | Very easy | 7 | 10 |
| | Easy | 19 | 27.14 |
| | Difficult | 32 | 45.71 |
| | Very difficult | 12 | 17.14 |
| | Total | 70 | 100 |

Source; Questionnaires, (2020)

According to table 3.6, 10% of the total respondents answered that is was very easy to get in contact with the company , 27.14% respondent answered that it was easy, 45.71% of respondents answered that, it was difficult and 17.14% of respondents said that it was very difficult. This implies that to contact with responsible body was difficult and this result a high complaint by customers. Therefore, the organization responsibly body contact with their customers and solved their problems.

Table 4. 7, Ethio-telecom suggestion box.

| No | Item | Respondents | |
|---|---|---|---|
| 1 | Have Ethio-telecom suggestion box? | No | % |
| | Yes | 34 | 48.57 |
| | No | 36 | 51.43 |
| | Total | 70 | 100 |

Source;questionnaires,(2020)

According to table 4.7,shows that, 48.57% of the respondent answered, ethio-telecom have a suggestion box,but 51.43% of the respondent answered ethio-telecom have not suggestion box. From these description the respondent who answered have not suggestion box greater than the respondents who answered have a suggestion box. Therfore, ethio-telecoms manager must be prepare and put suggestion box always.

Table 4. 8, a person handle a complaint

| No | Items | Respondents | |
|---|---|---|---|
| 1 | Who do handle your complaint in ethio-telecom? | No | % |
| | Complain handling office | - | |
| | Manager | 15 | 21.43 |
| | Counselor | 7 | 10 |
| | Employee | 37 | 52.86 |
| | Any department | 11 | 15.71 |
| | Total | 70 | 100 |

Source; Questionnaires, (2020)

According to table 3.8, 21.43% of the total respondents answered that their complain handled by manager,10% of the total respondent answered that handled thir complaints by counselor, 52.86% respondents answered customer complaint handled by employee. Whereas the rest respondents answered that the customer complains handled by any department(15.71%). This implies that the most of customers complain handled by employee. So, the organization handled the customer compliant by understand the problem from each customers point of view, by clarifies the steps needed to solved the problem and rebuild any good relationship with customers and received their complaints.

Table 4. 9 The company awareness

| No | Items | Respondents | |
|---|---|---|---|
| 1 | Are the company aware of your compliant? | No | % |
| | Yes | 46 | 65.71 |
| | No | 24 | 34.29 |
| | Total | 50 | 100 |

Source; Questionnaires, (2020)

According to table 3.9, 65.71% of the total respondent that the responsible body were aware of their complaint while the rest 34.29% of the respondents answered that the responsible body were not aware of their complaints. This implies that responsible body of the organization given more emphasized for most of the respondents have had complaints.

Table 4. 10, Complaint freqeuncy

| No | Items | Respondents | |
|---|---|---|---|
| 1 | How often do you express your complaint? | No | % |
| | Always | 29 | 41.43 |
| | Sometime | 31 | 44.29 |
| | Never | 10 | 14.29 |
| | Total | 70 | 100 |

Source; Questionnaires, (2020)

According to table 3.10, 41.43% of the total respondents answered that express complaint always, 44.29% of the respondents answered that express complaint sometimes and the rest 14.29% of the total population answered that the responsible body had never express complaint . This implies that most of the customer express their complaint to the company.

Table 4. 11,complaintencouragment

| No | Items | Respondents | |
|---|---|---|---|
| 1 | Do the ethio-telecom encourage your complaints? | No | % |
| | Yes | 58 | 82.86 |
| | No | 12 | 17.14 |
| | Total | 70 | 100 |

Source; Questionnaires, (2020)

According to table 3.11, 82.86 of the respondents answered that the company encourage complaint . The rest 17.14% company did not encourage them. This shown that more complaints have been encourage by the company. So, company encourages the customers' complaint. Because customers with problems who did not complain were less loyal than those who did and had, their issue resolved and every grievance offers, a change to correct a process of educated customers and strength loyalty. As a result, the organization can improved profits.

Table 4. 12, the organization expresses on compliant

| No | Items | Respondents |
|---|---|---|

| | | | |
|---|---|---|---|
| 1 | If your answer for question above is yes, how they express their encouragement with your complaint? | No | % |
| | By correction their mistake | 36 | 51.43 |
| | By motivating you to compliant | 10 | 14.29 |
| | By compensate | 13 | 18.57 |
| | By thank you only | 11 | 15.71 |
| | Total | 50 | 100 |

Source; Questionnaires, (2020)

As shown in table 3.12, about 51.43% of respondents were respond that the organization expressed its satisfaction through correction its mistakes as soon as complaint reach, about 14.29% respondents suggested that the organization expressed its satisfaction, by motivating to complaint and also 18.57% of organization expressed its compensating them. This was done to replaced the loss finally, about 15.71% of the respondents suggested that the organization shown its satisfaction with complaint by thanks them only. This indicate that the majority of respondent argued that the organization expressed its satisfaction with their customers complaint mostly by correcting their mistakes as soon as. This implies that there was high service delivered from ethio-telecom.

Table 4. 13, the company perception

| Statement item | Strongly agree(1) | | agree(2) | | Neutral(3) | | disgree(4) | | Strongly disagree(5) | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Freqeuncy | % | Freqeuncy | % | Freqeuncy | % | Freqeuncy | % | Freqeuncy | % |
| 1.the company fully understand my complaining | 27 | 38.57 | 17 | 24.29 | - | - | 26 | 37.1 | - | - |
| 2.the company encourage me to ask questions | 13 | 18.6 | 25 | 35.7 | 2 | 2.9 | 30 | 42.9 | - | - |
| 3. the company treated me courtesy and respect | - | - | 5 | 7.14 | - | - | 28 | 40 | 37 | 52.9 |

As indicates the above table 3.13, crealy shows the customer rate of agreement to different statement out of the total respondents 27(38.57%) respondents said that Strongly Agree,and 17(24.29%) said that Agree and 26(37.1%) of the respondents said that disagree. Then majority of the respondents which represents customers are strongly agreed with the company fully understand customers complaining. The second items of the above table indicates that out of the total respondents 13(18.6%) of the respondents said that strongly agree, 25(35.7%) respondents were said that Agree, 2(2.9%) said that neutral and 30(42.9%) of the respondents said that disagree. Then majority of the respondents which represents that customers are not agreed with encouragement of ask questions.The third item of the above table indicates that out of the total respondents of the customers 5(7.14%) of respondents said that agree,28(40%) of the respondents said that dis agree and 37(52.9%) of the respondents were said that stroglydis agree. In this item majority of the respondents were strongly disagree with the company treated courtesy and respect.

# Chapter five

# 5. CONCLUSION AND RECOMMENDATION

## 5.1 CONCLUSION

The study focused on investigating whether the customers complaint handled or not handled in ethio-telcom in wolkite branch.The researcher reached at the following conclusion based on finding.

The questionnaire analysis is done according to handling customers complaint instrument measures with the following dimensions; act quickly, admit mistak but don't be defensive, show that you understand the problem from each customer point of view, do not argue with customers, acknowledge the customers feeling, give customers the benefit of the doubt, clarify the step needed to solve the problems, keep customers informed of progress, consider compensation, preserver for gain customer good will.

Almost above half of the respondentes are femailse and the customer were educated it means they could appliey their complaints by any means on the other hand of the total respondent monthly income were between 1051-2500 this impplcation was they were stable the monthly income and this shows them paid their monthly telcom service payment within a spacifide period of time. The organization express its satisfaction with their customers complaint mostly by correcting their mistakes as soon as. This implies that there were high service delivered from ethio-telecom, the company understand customers complaint but they could not treated courtsy and respect. The company encourage compliant becuase customers with problemes who did not complaint were less loyal than those how did and had their issue resolved and every grievance offers,a change to correct a process of educated customers and sterength loyalty.

The organization given more emphasized for most of the respondent have had complaints and express their complint to the company. There was high service failure in ethio- telecom such as, network failure,excess service payment and lack of prompt service.This implicit that their was a high service failuer in ethio- telecom. Ethio-telecom provide different types of telecom service for their customer.The organization were served and also satisfied

customers with some service they got, on the other hand ther is few complaint.The major components of Ethio-telecom service; Mobile, fixed line, sim card, and internet are considered accordingly on results collection and data analysis.Customer satisfaction, customer loyalty, customer perception, customer expectation are the major perspective consideration to be given for customers of ETHIO –TELECOM and other service giving organizations.Based on the research question raised at the research proposal the study has reached to a conclution of which;

ETHIO-TELECOM was the government owned organization which provide TELECOM service. As depicted in the data analysis part from all the service customer perception exceeds their expectation on understand complaining, correction their mistake, encourage complaints, aware of complaints, service delivery, handle complaint and this indicates that customers are satisfied.This has resulted customer satisfaction and loyalty. On the other hand customers expectation exceeds their perception on treated courtesy and respect, having suggestion box, make complaint, service failure, this indicates that customers are dissatisfied. As measures of customer satisfaction on express complaint, service got from ethio- telecom , complained on the service failure, accommodation and cooperation is also assured.These conclusive statements are results of the research question as of the data results and analysis.

## 5.2 RECOMMENDATIONS

Depending on the finding of the research the researcher forwards the following suggestion for ETHIO –TELECOM complaint handling.First ,the problem of dissatisfaction should be removed by responding to the one basic requirements.The satisfaction is also possible by responding to the attractive requirement more.As depicted in the data analysis part from all service delivery measurmnt customers expectation exceeds their perception on treated courtesy and respect, having suggestion box, to make complaint, service failure, this indicates that customers are dissatisfied. Their for, these areas should be improved so as to meet customer expectation.Though the data analysis result proves insignificance of treated customer courtesy and respect, having suggestion box,to make complaint, service failure for overall satisfaction of customers ,customers of ETHIO-TELECOM feel complain handling service as a must- be requirement and one dimensional requirement in which its existence

would affect the satisfaction of customers.The researcher would like to recommend that the handling complaint provide by ETHIO-TELECOM is at a state that can attract the market. Therefore, the organization identifies those failures and makes corrective measurement against those failures. The organization handled the customer compliant by understand the problem from each customers point of view, by clarifies the steps needed to solved the problem and rebuild any good relationship with customers and received their complaints. Therefore, the organization responsible body contact with their customers and solved their problems. customers with problems who did not complain were less loyal than those who did and had, their issue resolved and every grievance offers, a change to correct a process of educated customers and strength loyalty. As a result, the organization can improved profits. The ETHIO-TELECOM manager must be prepare and put suggestion box always and They applied these complaint handling mechanism ;.Finally, the researcher wants to recommend to these researchers who have an interest on handle complaint to conduct a study on customer complaint handle and its impact on customer satisfaction and loyalty.

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## Appendix

**WOLKITE University**

**School of Business and Economics**

**Department of marketing management**

**Questionnaires for customer**

Dear respondents: This questionnaire is prepard by graduating students of Wolkite University department of marketing management. The purpose of this questioner is to gather required information to be used as an input for a senior project undertaken on the topic assessment of customer complaint handing practice in case of Ethio telecom Wolkite branch. The researcher kindly request you to fill what you believe is appropriate for the proposed question. It will only take a few of your time. Besides, the data gathered by this questionnaire is for academic purpose and your response will be secured anonymously.

**Instruction:-**

- ✓ Please put ( √ ) mark on the provided space
- ✓ Do not write your name
- ✓ Give attention and carefully fill the correct answer

**Part one: Personal information**

1. Sex Male ☐ Female ☐
2. Educational level
   primary education ☐ High school and below ☐
   $10^{+1}$ or $10^{+2}$completed ☐ certificate/diploma ☐ First degree and above ☐ None educated ☐
3. Monthly income level
   Below 1000 ☐ 1001-1500 ☐ 1501-2500 ☐ above 2051 ☐
4. What type of service do you get form Ethio-telecom now?
   Mobile ☐ Public ☐ Fixed line ☐ internet ☐
5. How do you see the service delivered in Ethio-telecom?
   Excellent ☐ Very good ☐ good ☐ poor ☐ very poor ☐
6. Have you faced any service failure in Ethio-telecom ?
   Yes ☐ No ☐

7. If your answer for question number 6 is yes what type of service failure you faced?

   _____

   _____

8. Have you complained on the service failure that you have faced?

   Yes ☐ No ☐

9. If your answser for question number 8 is No, why you not complained?

   _____

   _____

10. If your answer for question number 8 is yes, how did you complain about the problems you faced?

    By telephone ☐ By email ☐ face to face ☐

11. How easy or difficult was it to get in contact with the company to make your complaint?

    Very easy ☐ Easy ☐ Difficult ☐ Very difficult ☐

12. Have Ethio telecom suggetion box?

    Yes ☐ No ☐

13. Who do handl your complaint in Ethio-telecom?

    Complain handling office ☐ Manager ☐ Counselor ☐

    Employee ☐ Any department ☐

14. Are the company aware of your complaint?

    Yes ☐ No ☐

15. When do you express your complaint?

    Alawys ☐ Sometimes ☐ never ☐

16. Do the ethio-telecom encourage your complaints?

    Yes ☐ No ☐

17. if your answer for question No 16 is ‘yes’ how they express their encouragment with your complaints?

    1. By correcting their mistake ☐

2. By compensate ☐
3. By motivating you to continue you are complaining if there is a problem ☐
4. By tanks you only ☐

## INSTRUCTION

**Show the agreement level in the following provided table by putting**

Strongly agree (1), Agree(2), Neutral (3), Disagree (4) , Strongly agree (5).

| | Statement item | Strongly agree | agree | Neutral | Disagree | Strongly disagree |
|---|---|---|---|---|---|---|
| 18 | The company fully understand my complaining | | | | | |
| 19 | The company encourage me to ask questions | | | | | |
| 20 | The company treated me courtesy and respect | | | | | |