

Introducing an Automated Consumer Complaint Management System to Improve the Performances of National Water Supply and Drainage Board

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Abstract. Consumers complain Management is a somewhat critical operation for every organization. good customer satisfaction reflects the organizational performance assessment. Complaints ought to be considered a pointer of organizational execution appraisal, flagging issues, or disappointments in inner forms. that require speedy recuperation in arrange to maintain a strategic distance from the relocation of productive clients. Organizations need to realize that the consequences of losing customers are both decreasing benefits and negative word of mouth. Customers become almost invariably disappointed under some situations due to numerous issues or challenges that are not necessarily under the direct control of the company. The first step recommended to managers is to allow consumers to communicate their dissatisfaction in their attempt to systematically learn about consumer negative experiences, restore loyalty, and improve business relationships. This research is conducted to introduce an automated consumer complaint management system to overcome the problems. of the current system and to highlight the methods and different mechanisms of the customer consumer management system.

Keywords: *Consumer Complaint Management, Improve Customer Satisfaction, Organizational Performance Assessments.*