A New Customer Complaint Handling Process Redesign for Five-axis Machinery Solution Sales and Delivery in Aviation Manufacturing Industry

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Abstract. Organizations face a significant challenge globally as a result of environments marked by sharp shifts in customer requirements and expectations. Happy and delighted customers are assets for any company, company's customer compliant (CC) system playes an important role in retention and satisfaction of the customer. Obviously, a better understanding of customers' expectations and their outlooks towards high-quality products and services, competitor behaviors, widespread information technology, and smart applications is an important research issue. For this reason, this paper proposes a methodology aiming to handel Customer complait based on Customer complaint handling (CCH) system and a case study of business redesign is demonstrated, This research paper employed participant observation and business process redesign method to inform the design of an effective customer complaint handling system for APEC company. The researcher gained valuable insight into the dynamics, challenges, and underlying factors that influence complaint resolution through active absorption in the complaint handling environment. The findings from this approach were used to design a new customer-centric process that addressed identified obstacles and aligned with the specific requirements of the case company.

Keywords: Complaint Handling, Customer Satisfaction, Data Mining, Customer Retention, Service Failure and Recovery Research , Five-Axis Machinery Sales and Delivery

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