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Web Based Customer Complain Management System for Sri Lanka Telecom PLC

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Declaration

I declare that this dissertation is my own work and has not been submitted in any form for another degree or diploma at any university or other institution of tertiary education to the best of my knowledge and belief. Information derived from the published or unpublished work of others has been acknowledged in the text and a list of references is given. I also hereby give consent for my dissertation, if accepted, to be made available for photocopying and for interlibrary loans, and for the title and summary to be made available to outside organizations.

S.H.S.D.De Silva ....

Signature

Date : 30/11/2011

Supervised by

Dr.Gamini Wijayarathna ....

Signature

Date : 30/11/2011

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Abstract

Telecommunication lies at the very heart of a modern economy. Over the years its beat has changed the way we learn; the way we do business; the way we live. Sri Lanka Telecom PLC, as the successor to the pioneers of telecommunication in the country and the country's leader in providing telecom services, has embraced its responsibility to provide world class service to the people of Sri Lanka. Since the telecommunication field nowadays become very much competitive area, it is important to satisfy the existing customers as much as to meet the needs of new customers.

When satisfying existing customers, it is vital to provide an excellent customer service to them. Call centers or front offices are formulated as an interface between the customer and the organization where the customer can call and report complaints or ask for information regarding products or services offered by that company. Back office function is to support the call center staff by solving customer issues which they cannot handle.

When considering the SLT Call Center, there were several significant issues which directly affect the level of customer satisfaction. Since the existing OSS system (CLARITY) is unable to record details of the customers whose details were not in the CLARITY database, the call center agent had to pass the details manually to the relevant back offices, in the form of a paper docket. The paper docket system involves more paperwork and it was time consuming. The dockets may get misplaced and there were no way of retrieving data. Since the escalation was slow, the customer had to wait longer before he/she gets a call back. Due to these issues, there was a need of a system which can address those.

The proposed solution of Web Based Customer Complaint Management System is aimed to improve the existing manual reporting system to achieve following objectives, while supporting the main OSS system. The objectives are to enter complaints which the details are not in CLARITY system to a database which can be accessed through a computerized system and provide a reference number and to escalate the complaint to relevant sections. And also there should be an ability to generate various types of reports for the use of the management.

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