

A
PROJECT REPORT
ON
“HANDLING CUSTOMER’S QUERIES AND
COMPLAINTS PROFESSIONALLY”

SUBMITTED TO



BY

SAFNA A.P

UNDER GUIDANCE OF

AFRA

DECLARATION

I, Safna (OA 0166), hereby declare that the project report entitled “A STUDY ON THE HANDLING CUSTOMER’S QUERIES AND COMPLAINTS ” submitted to Iqjita innovative llp for the award of DIPLOMA IN OFFICE ADMINISTRATION

I also declare that the report contains no material which has been accepted for the award of any other degree or diploma of any university or institution and the best of knowledge and belief, it contains no material previously published by any other person except where due reference are made in the report.

Place: Kottakkal

Name: Safna

Register number: OA 0166

Date:[26/09/25]

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Date: 26/09/2025

Name: Safna

Register number: OA 0166

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CHAPTER 1

INTRODUCTION

1. Introduction

In today's highly competitive and customer-centric business environment, effective handling of customer queries and complaints is critical for ensuring customer satisfaction, loyalty, and retention. Customers are the backbone of any business, and their experiences often determine the success or failure of an organization. When customers face issues or have questions, their perception of how well a company responds can significantly impact the brand's image and future relationships. This project focuses on studying how organizations manage customer interactions, especially when dealing with inquiries and complaints. It explores the importance of professionalism, timely responses, empathetic communication, and problem-solving skills in customer service. By analyzing real-world practices and identifying common challenges, the study aims to provide insights into improving customer support processes and enhancing overall customer satisfaction. The research also highlights tools and technologies used in managing customer service, the role of training customer service personnel, and the impact of positive complaint handling on business growth. Ultimately, the goal is to develop a set of best practices for addressing customer concerns in a way that maintains trust and encourages repeat business. Would you like help with the Table of Contents, Acknowledgement, Objectives, or any other part of your project in the modern business landscape, customer satisfaction plays a pivotal role in the success of any organization. Handling customer queries and complaints professionally is not just a part of customer service, it is an essential business strategy to ensure customer loyalty and brand reputation.

2 statement of the problem

- Lack of proper communication skills among staff often leads to misunderstandings.
- Inadequate training results in employees being unprepared to handle difficult customers.
- Poor complaint-handling systems cause delays and customer dissatisfaction.
- Absence of a customer-centric culture affects the overall service quality.
- Unresolved issues damage the company's reputation and brand image.
- Inefficient handling of complaints leads to loss of trust and potential business.

3. Significance of the study

This study is significant because it highlights the importance of effective customer service in business growth and customer retention. By understanding the gaps and challenges in current customer service practices, organizations can improve their customer support systems. They can also enhance customer experience. In addition, they will be able to gain a competitive edge in the market

4. Objectives of the study

- To examine the current methods used by organizations to handle customer queries and complaints.
- To evaluate the effectiveness of these methods in resolving customer concerns.
- To identify the challenges faced by customer service teams.
- To recommend strategies for improving the handling of customer complaints and queries professionally.

5. Scope of the study

The study focuses on the customer service practices of selected organizations in the Kottakkal municipality region. It covers how queries and complaints are received, addressed, resolved, and followed up. The sample size 15 respondents, selected from different organizations within the area. It does not cover other aspects of customer relationship management such as marketing or loyalty programs.

6. Research Methodology

This study adopts a descriptive research design using both qualitative and quantitative approaches. Data will be collected through surveys, interviews, and analysis of customer service records. The findings will be interpreted to draw meaningful conclusions about the effectiveness of current practices and areas needing improvement.

7. Area of Study

The research will be conducted in retail businesses in Kottakkal city, where customer interaction is frequent and feedback mechanisms are crucial.

8. Sample Size

A sample size of representative and reliable.

15 respondents will be selected using random sampling to ensure the data is

9. Source of Data

- primary Data: Collected through questionnaires, interviews, and direct observations
- Secondary Data: Sourced from company records, customer feedback logs, previous research studies, and industry reports.

10. Period of Study

The data will be collected and analyzed over a period of 21 days, allowing for a comprehensive analysis of the processes in place.

11. Tools for Data Collection

Structured Questionnaires

- Pre-designed set of questions

12. Limitations of the Study

- Limited time frame for data collection and analysis.
- Responses may be biased due to social desirability or fear of criticism.
- Limited access to internal customer service data in some organizations.
- Findings may not be generalizable to all industries or regions.

CHAPTER 2

REVIEW OF LITERATURE

Review of literature

1. Philip kotler

Kotler emphasizes that handling customer complaints is not just a reactive task but a strategic opportunity. According to him, complaints should be viewed as valuable feedback that helps companies identify gaps in service delivery. He introduces the concept of service recovery encouraging companies to empower front line employees to resolve issues quickly and professionally. Kotler stresses the importance of empathy listening and timely response in improving customer satisfaction and loyalty

2. Dale Carnegie

Carnegie's work though broader in scope underscores key interpersonal skills crucial to handling customer complaints professionally. He promotes active listening appreciation of the customer's viewpoint and calm respectful communication. Carnegie advises that when responding to complaints it's essential to avoid argument show genuine concern and make the other person feel important guiding principles for customer service professionals.

3. Jan Carlzon

Carlzon a former CEO of Scandinavian Airlines introduced the concept of Moments of Truth any interaction where a customer forms an impression of the service. He argues that every employee must be trained and empowered to handle these moments effectively. When a customer complaint arises, it's a moment of truth and the professionalism shown at that point defines the brand's reputation. Carlzon supports decentralizing decision making so staff can resolve queries and complaints without delay.

4. Ron Zemke and Chip Bell

Zemke and Bell advocate for a structured approach to service recovery. They outline a four step model acknowledge the issue apologize fix the problem and follow up.

According to them the way companies respond to complaints can lead to higher customer loyalty than if no problem had occurred. Their research shows that quick empathetic and competent handling of complaints can transform dissatisfied customers into brand advocates.

5. Tom Peters

Peters identifies customer orientation as a hallmark of excellent companies. He argues that professional handling of complaints reflects an organization's values and culture. He promotes the idea that excellent companies listen to the customer constantly and view every complaint as a free consulting report. Peters insists on instilling a customer first mindset throughout all levels of the organization ensuring that even the smallest concern is treated with professionalism

CHAPTER 3

THEORETICAL FRAMEWORK

Theoretical framework

Handling customer queries and complaints is a fundamental aspect of service delivery in any organization. It reflects a company's commitment to customer satisfaction, service quality, and long-term relationship building. Professional handling of these interactions can significantly impact customer retention, brand reputation, and overall business success.

1. Customer Satisfaction

When queries and complaints are addressed promptly and politely, customers feel valued and respected. This enhances their trust in the organization and improves overall satisfaction.

2. Service Quality

Quick and effective complaint resolution demonstrates a company's efficiency and reliability. It reassures customers that the business can be trusted to deliver consistent, high-quality service.

3. Long-Term Relationship Building

Professional handling of complaints can turn a negative experience into a positive one. This builds loyalty and encourages repeat business, as customers are more likely to stay with a brand that listens and responds to their concerns.

4. Customer Retention

Retaining existing customers is more cost-effective than acquiring new ones. Properly handling queries and complaints reduces churn rates and ensures continued customer engagement.

5. Brand Reputation

Word-of-mouth and online reviews are strongly influenced by how a company handles customer concerns. A professional, empathetic approach strengthens the brand's public image and credibility.

6. Business Success

Ultimately, satisfied and loyal customers contribute to higher sales, sustained growth, and a competitive advantage in the market

2. Importance of Handling Customer Queries and Complaints

- Customer Retention: Resolving complaints effectively increases the likelihood of retaining dissatisfied customers.
- Reputation Management: Professional responses reduce the risk of negative publicity, especially on social media.
- Service Improvement: Complaints can serve as a valuable source of feedback for improving products and services.
- Trust and Loyalty: Prompt and courteous handling fosters trust and encourages long-term loyalty.

3. Key Theories and Concepts

SERVQUAL Model (Parasuraman Zeithaml & Berry)

- . A framework for assessing service quality based on five dimensions: reliability, assurance, tangibles, empathy, and responsiveness.
- Relevant to understanding what customers expect during complaint handling.

Justice Theory

- Focuses on how customers perceive fairness during complaint resolution.
- Distributive Justice: Fairness of the outcome (e.g., refund or replacement)
- Procedural Justice: Painless. of the process (e.g., how easy it was to complain)
- Interactional Justice: Fairness in interpersonal treatment (e.g., politeness ,empathy)

Relationship Marketing Theory

- Emphasizes the value of long-term relationships with customers rather than short-term transactions.
- Handling complaints well contributes to customer trust and sustained relationships.

4. Parties Involved

- Customers: Individuals who raise concerns, complaints, or queries about a product or service.
- Customer Service Representatives: Frontline staff responsible for responding professionally.
- Supervisors/Managers: May intervene in escalated complaints to ensure resolution.
- Organization: Has the responsibility to train staff, implement policies, and monitor complaint handling performance.

5. Types of Customer Queries and Complaints

Product-related Complaints

- Faulty, damaged, or missing items.

Service-related Complaints

- Delays, rude behavior, poor service quality.

Billing and Payment Issues

- Overcharges, wrong transactions, refund delays.

General Inquiries

- Product features, usage instructions, delivery schedules.

6. Principles of Professional Complaint

- Active Listening: Understand the issue without interrupting.
- Empathy: Show understanding and concern
- Clarity: Communicate solutions clearly.
- Timeliness: Respond and resolve as quickly as possible.
- Follow-Up: Ensure the customer is satisfied after resolution

7. Relevance to the Study

This framework provides a structured understanding of how customer queries and complaints should be handled in a professional context. It highlights the theoretical underpinnings, types of customer concerns, the importance of response strategies, and the roles of various parties involved. This foundation is essential for analyzing the effectiveness of current and suggesting improvements

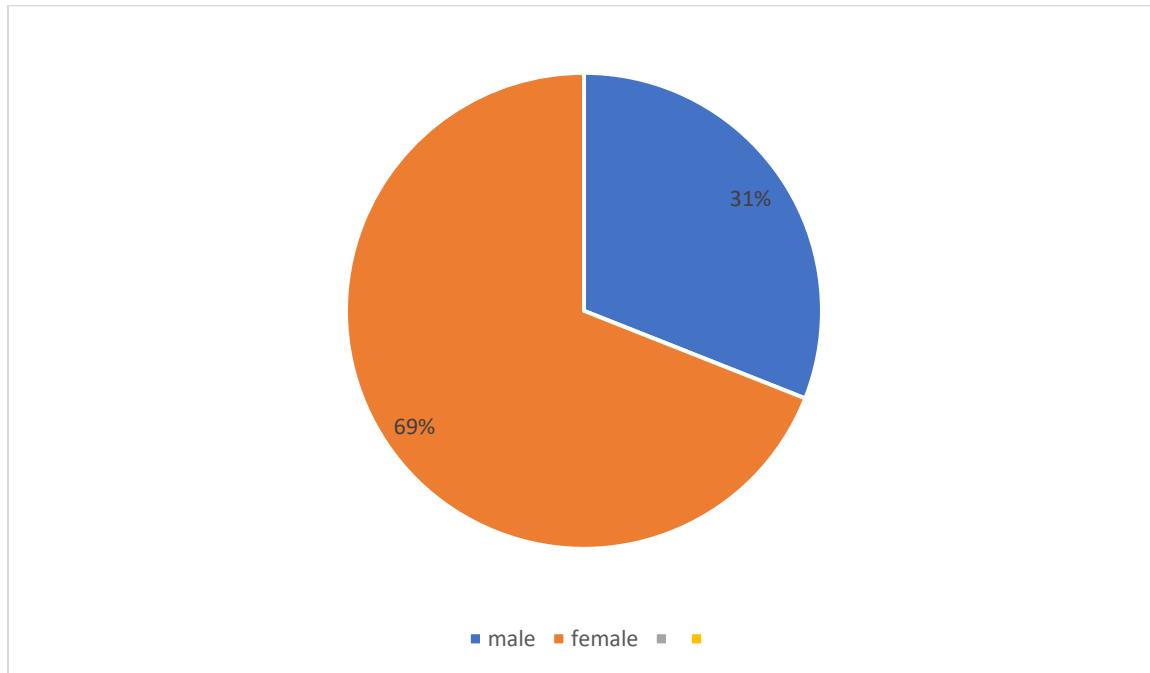
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1
TABLE SHOWING GENDER BASED CLASSIFICATION OF RESPONDENTS

Gender	frequency	percentage
male	5	31%
female	11	69%
total	16	100%

CHART – 4.1 GENDER BASED CLASSIFICATION



INTERPRETATION

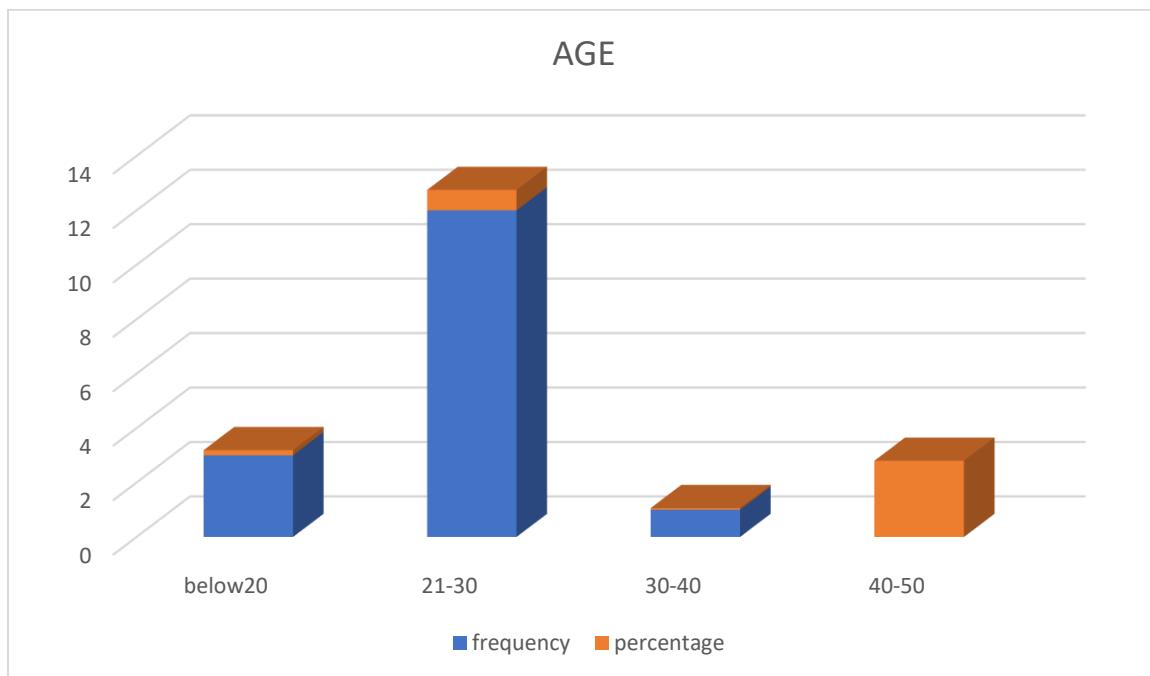
The above table and chart show that 31% are male customer and 69% are female customer

TABLE 4.2

TABLE SHOWING AGE BASED CLASSIFICATION OF RESPONDENTS

Age	Frequency	percentage
Below 20	3	19%
21-30	12	75%
30-40	1	6%
40-50	0	0%
total	16	100%

CHART 4.2-AGE BASED CLASSIFICATION OF RESPONDENTS



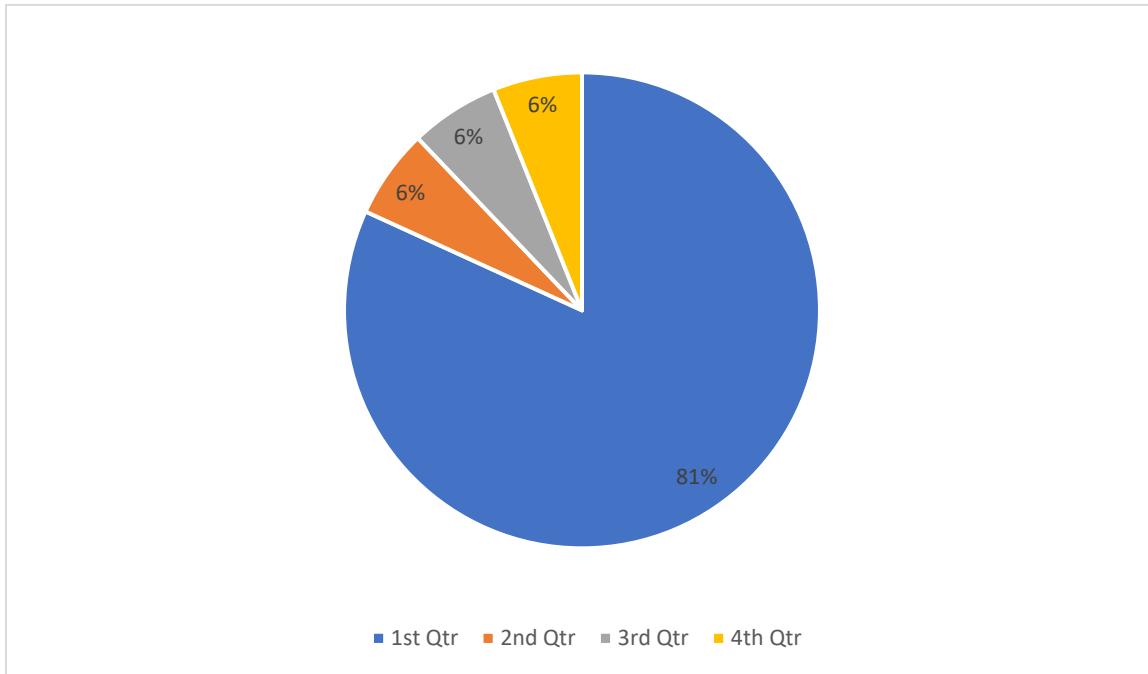
INTERPRETATION

From the table and figures shows 19% respondents are below 20 and 75% respondents are 21-30 and 6% respondents are 30-40

TABLE 4.3
TABLE SHOWING LISTENING TO CUSTOMER COMPLAINTS

OPTION	Frequency	percentage
Listen carefully	13	81%
Listen most of the time	1	6%
Listen sometimes	1	6%
Do not listen well	1	6%
total	16	100%

CHART 4.3 – LISTENING TO CUSTOMER COMPLAINTS OF RESPONDENTS



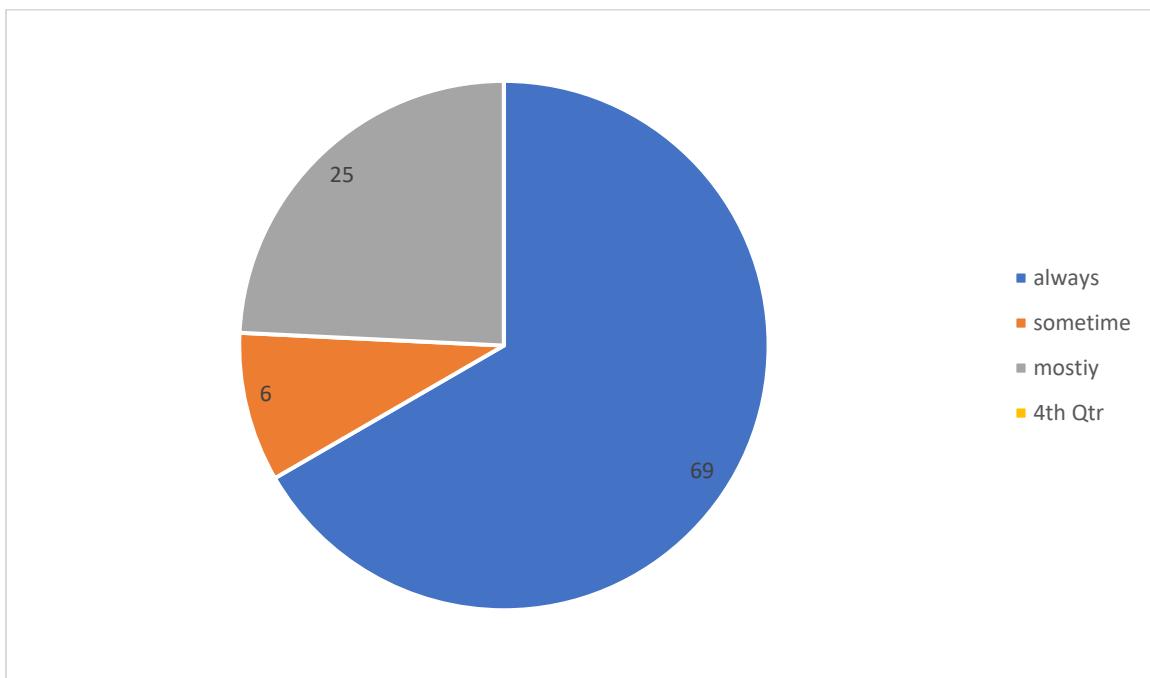
INTERPRETATION

From the table and figure shows, 81% respondents are listen carefully and 6% respondents are listen most of the time 6% respondents are listen sometimes 6% respondents are do not listen well

TABLE 4.4
TABLE SHOWING POLITENESS IN CUSTOMER INTERACTION

OPTION	frequency	percentage
Always polite	11	69%
Mostly polite	1	25%
Sometimes polite	4	6%
Rarely polite	0	0%
Total	16	100%

CHART 4.4 POLITENESS IN CUSTOMER INTERACTION



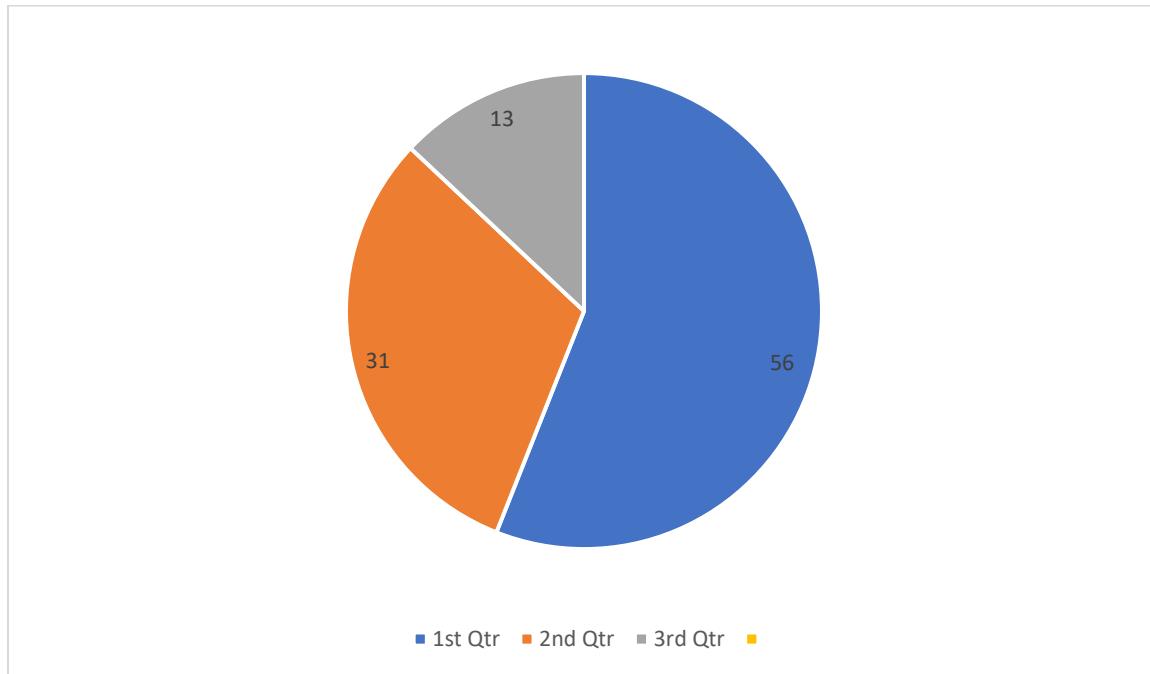
INTERPRETATION

From the table and figures shows 69% respondents are always polite and 6% respondents are sometimes polite and 25% respondents are mostly polite

TABLE 4.5
TABLE SHOWING RESPECT IN HANDLING COMPLAINTS

options	frequency	percentage
Very respectful	9	56%
respectful	5	31%
Sometimes respectful	2	13%
Not respectful	0	0%
total	16	100%

CHART 4.5- RESPECT IN HANDLING COMPLAINTS



INTERPRETATION

From the table and figure shows, 56% respondents are very respectful and 31% respondents are respectful and 13% respondents are sometimes respectful

TABLE 4.6
TABLE SHOWING CONFIDENCE IN RESOLVING COMPLAINTS

Option	frequency	percentage
Very confident	8	50%
confident	8	50%
unsure	0	0%
Not confident	0	0%
total	16	100%

CHART-4.6 CONFIDECE IN RESOLVING COMPLAINTS



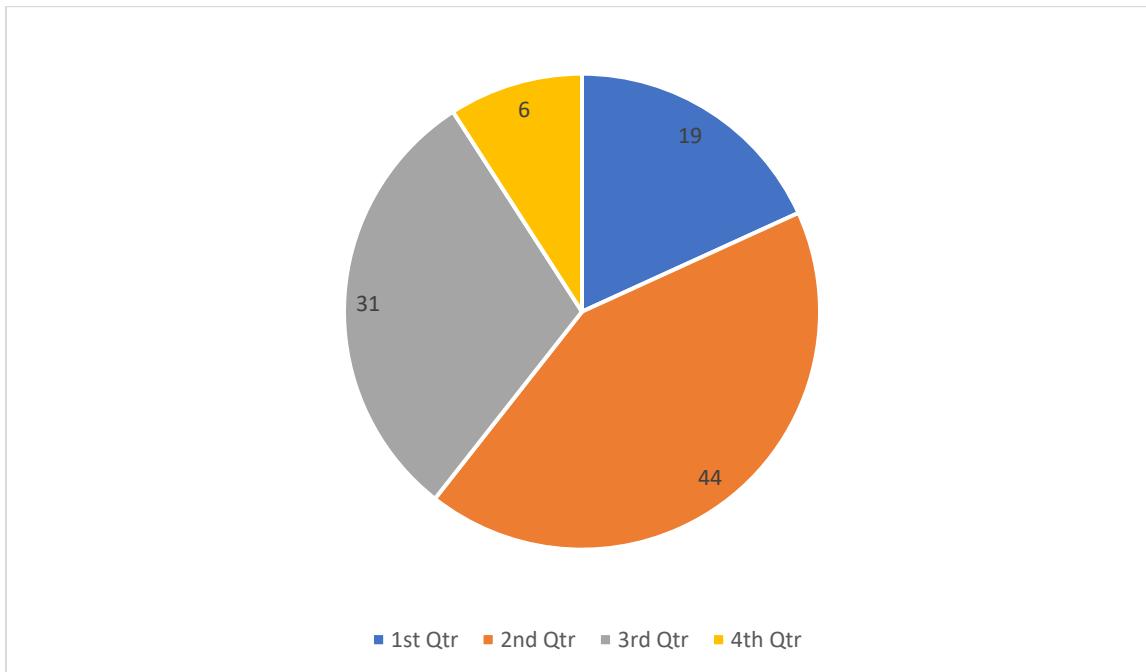
INTERPRETATION

From the table and figure shows, 50% respondents are very confident and 50% respondents are confident

TABLE 4.7
TABLE SHOWING FAIRNESS OF PROVIDED SOLUTION

Option	frequency	percentage
Very fair	3	19%
fair	7	44%
Sometimes unfair	5	31%
unfair	1	6%
total	16	100%

CHART 4.7 – FAIRNESS OF PROVIDED SOLUTION



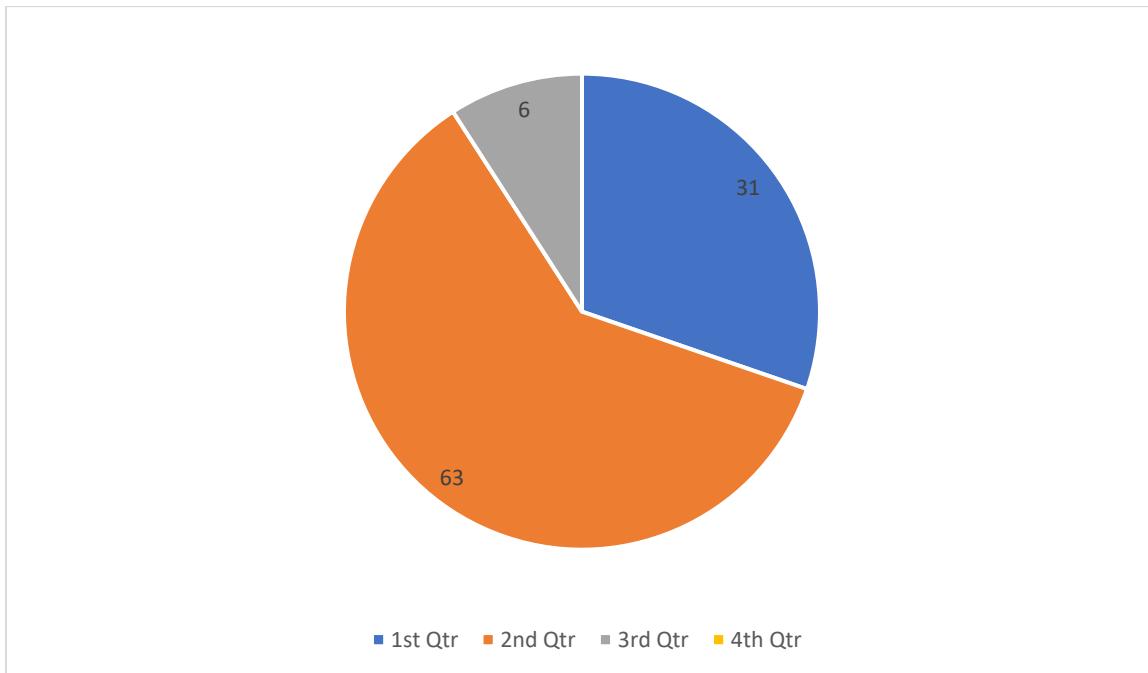
INTERPETATION

From the table and figure shows, 19% respondents are very fair and 44% respondents are fair and 31% respondents are sometimes unfair and 6% respondents are unfair

TABLE 4.8
TABLE SHOWING SATISFACTION WITH SERVICE SPEED

option	frequency	percentage
Very satisfied	5	31%
satisfied	10	63%
Unsatisfied	1	6%
Very unsatisfied	0	0%
Total	16	100%

CHART 4.8 SATISFACTION WITH SERVICE SPEED



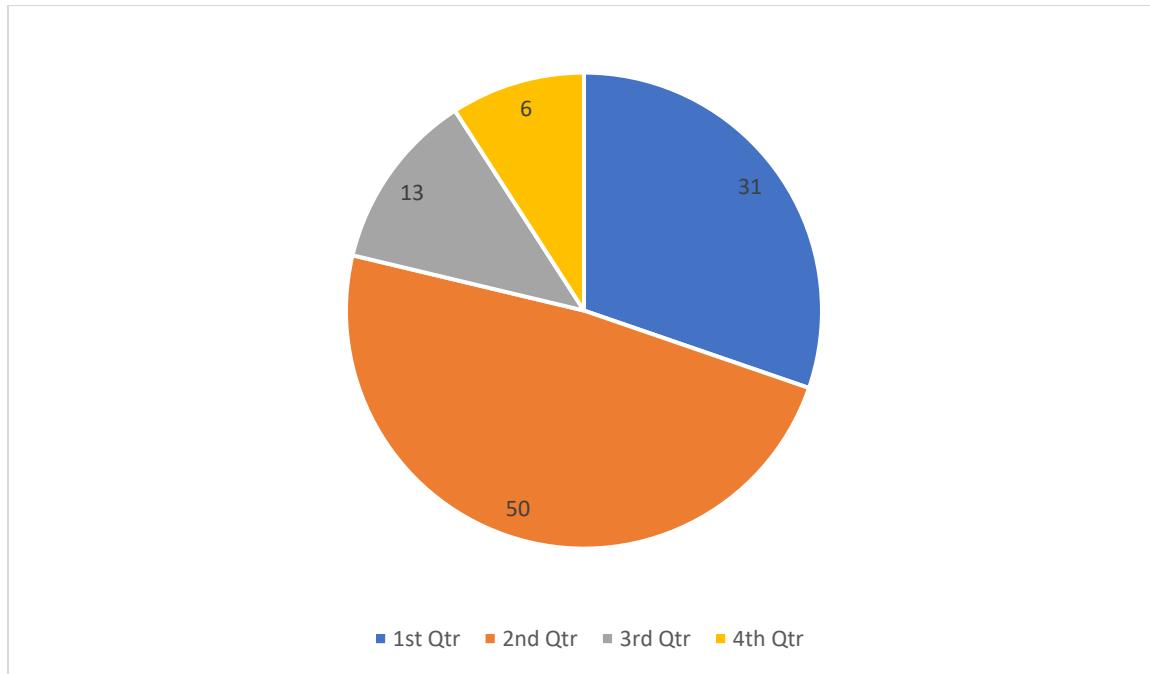
INTERPETATION

From the table and figure shows, 31% respondents are very satisfied and 63% respondents are satisfied and 6% respondents are unsatisfied

TABLE 4.9
TABLE SHOWING PROFESSIONALISM IN BODY LANGUAGE AND TONE

option	frequency	percentage
Very professional	5	31%
professional	8	50%
Sometimes unprofessional	2	13%
Unprofessional	1	6%
Total	16	100%

CHART4.9 PROFESSIONALISM IN BODY LANGUAGE



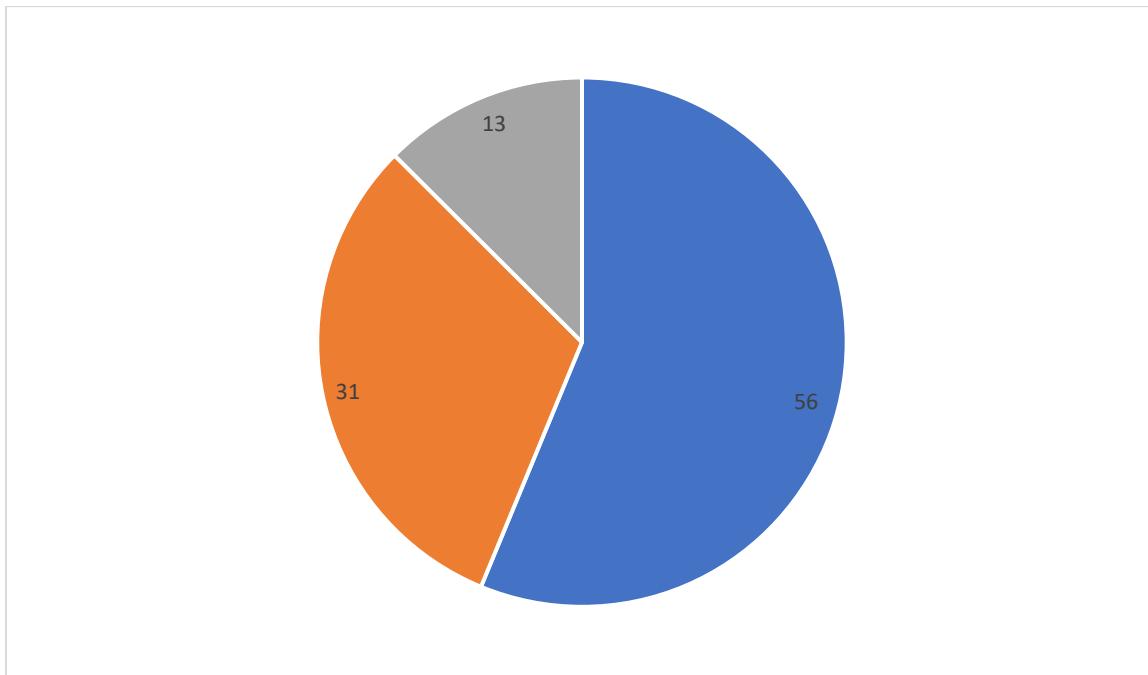
INTERPETATION

From the table and figure shows, 31% respondents are very professional and 50% respondents are professional and 13% respondents are sometimes unprofessional and 6% respondents are unprofessional

TABLE 4.10
TABLE SHOWING CUSTOMER UPDATE FREQUENCY

Option	frequency	percentage
always	9	56%
often	5	31%
sometimes	2	13%
never	0	0%
Total	16	100%

CHART – 4.10 CUSTOMER UPDATE FREQUENCY



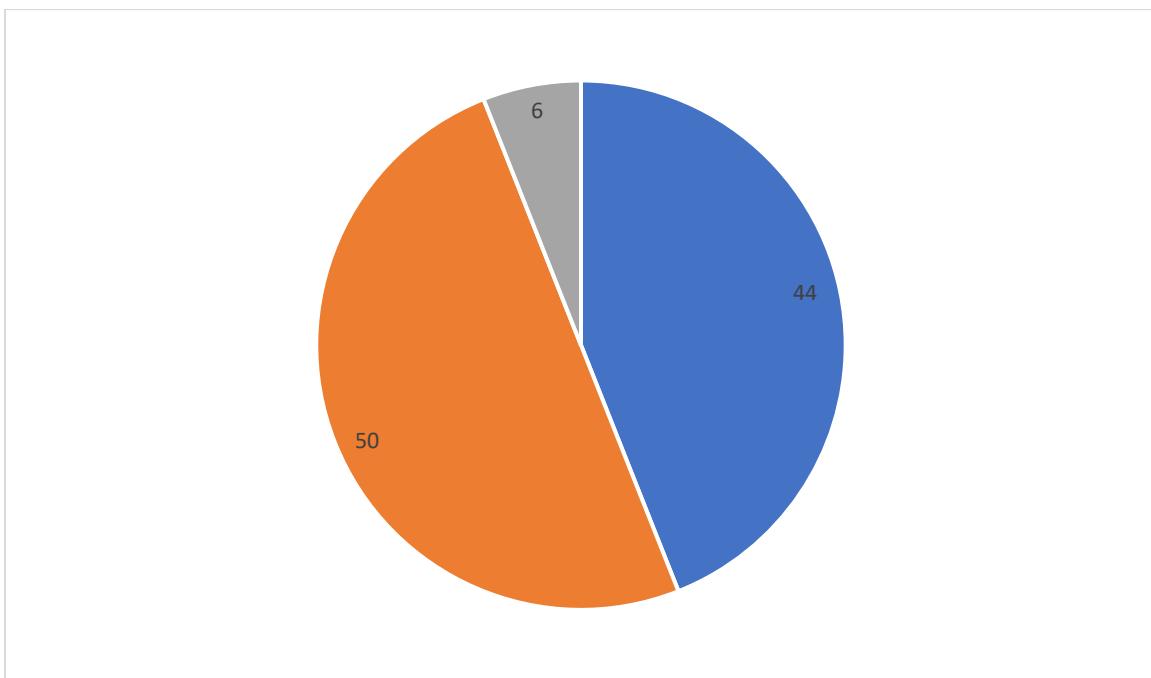
INTERPRETATION

From the table and figure shows, 56% respondents are always and 31% respondents are often and 13% respondents are sometimes

TABLE 4.11
TABLE SHOWING FRIENDLINESS WITH CUSTOMERS

Option	frequency	percentage
Very friendly	7	44%
friendly	8	50%
neutral	1	6%
unfriendly	0	0%
Total	16	100%

CHART 4.11 FRIENDLINESS WITH CUSTOMERS



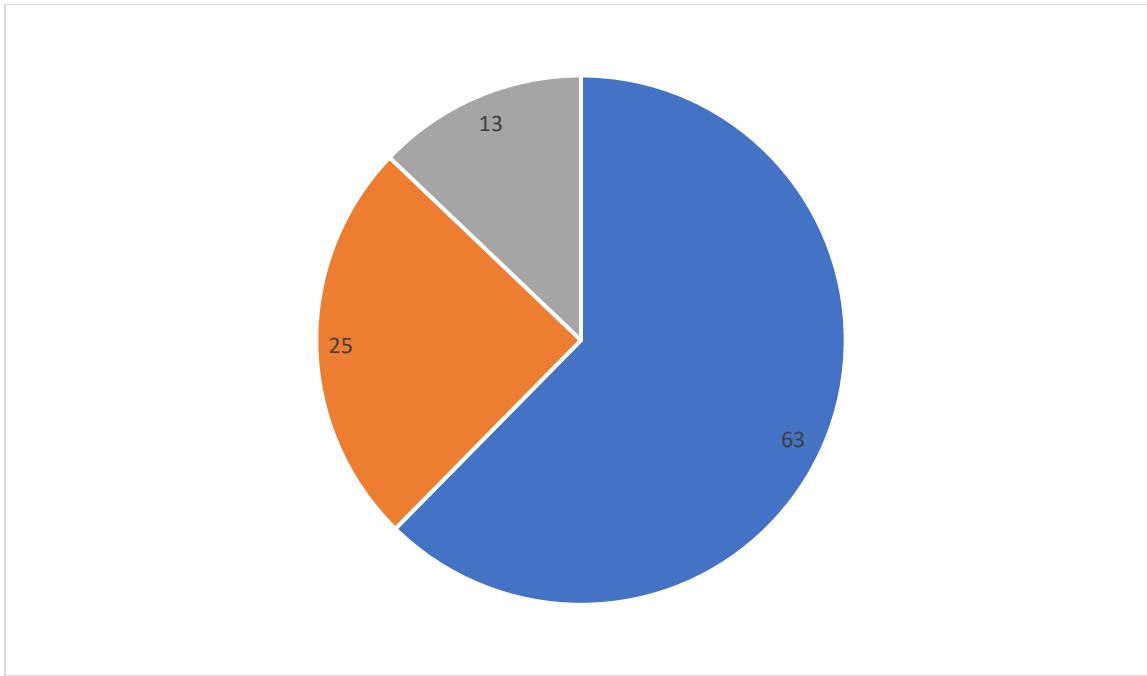
INTERPRETATION

From the table and figure shows, 44% respondents are very friendly and 50% respondents are friendly and 6% respondents are neutral

TABLE 4.12
TABLE SHOWING STAFF ACCOUNTABILITY FOR MISTAKES

option	frequency	percentage
always	10	63%
often	4	25%
sometimes	2	13%
never	0	0%
Total	16	100%

CHART 4.12 STAFF ACCOUNTABILITY FOR MISTAKES



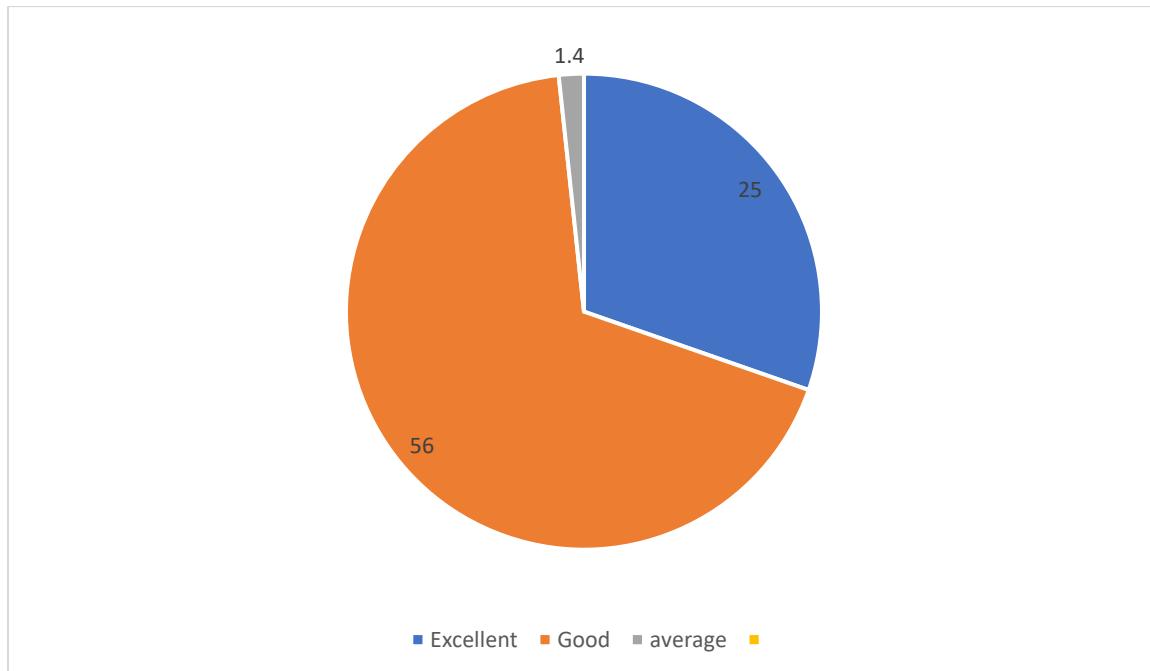
INTERPRETATION

From the table and figure shows, 63% respondents are always and 25% respondents are often and 13% respondents are sometimes

TABLE 4.13
TABLE SHOWING OVERALL QUALITY OF COMPLANIT HANDLING

option	frequency	percentage
excellent	4	25%
good	9	56%
average	3	19%
poor	0	0%
Total	16	100%

CHART 4.13 – OVERALL QUALITY OF COMPLANIT HANDLING



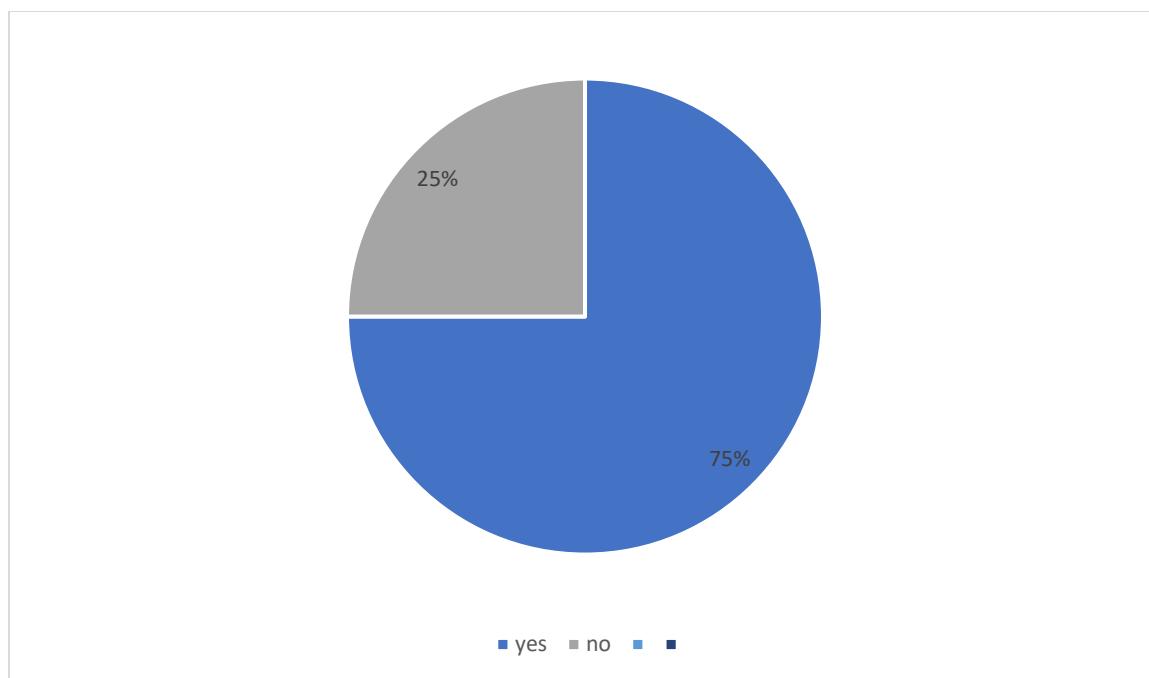
INTERPRETATION

From the table and figure shows, 25% respondents are excellent and 56% respondents are good and 19% respondents are average

TABLE 4.14
TABLE SHOWING SERIOUSNESS IN HANDLING COMPLAINTS

option	frequency	percentage
yes	12	75%
no	4	25%
Total	16	100%

CHART 4.14 SERIOUSNESS IN HANDLING COMPLAINTS



INTERPRETATION

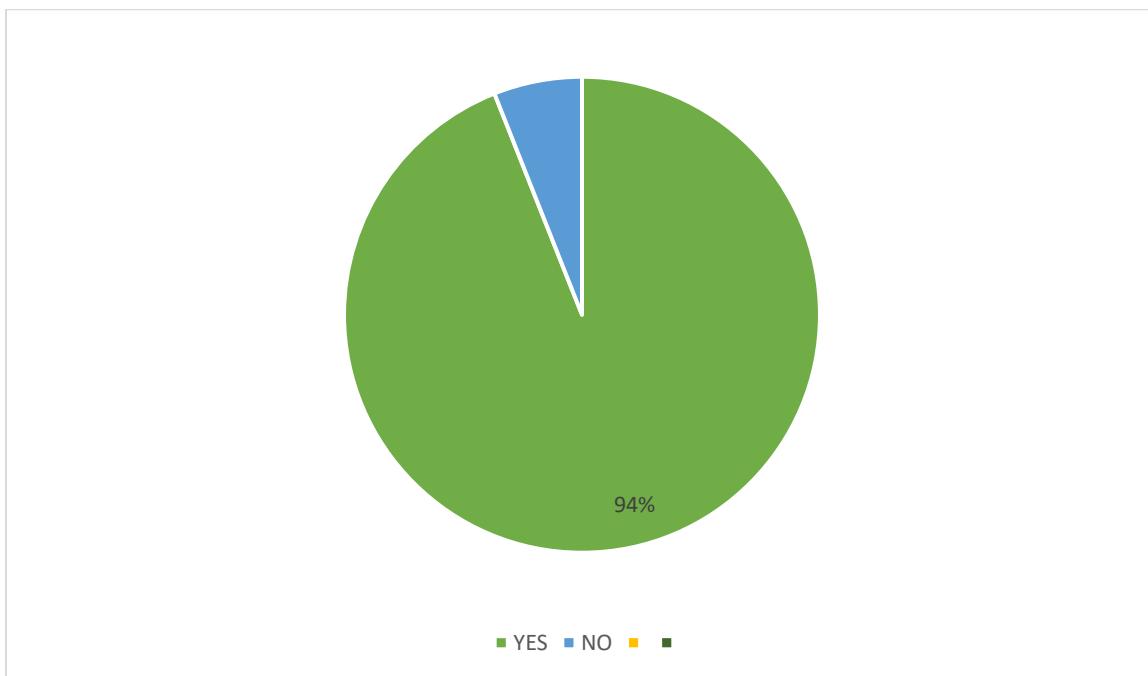
From the table and figure shows, 75% respondents are Yes and 25% respondents are No

TABLE 4.15

TABLE SHOWING RECOMMENDATION BASED ON COMPLAINT HANDLING

option	frequency	percentage
Yes	15	94%
No	1	6%
Total	16	100%

CHART 4.15- RECOMMENDATION BASED ON COMPLAINT HANDLING



INTERPRETATION

From the table and figure shows, 94% respondents are yes and 6% respondents are no

CHAPTER 5

FINDINGS, SUGGESTION, CONCLUSION AND

QUESTIONNAIRE

FINDINGS

- Majority of customers are female (69%), with 31% male.
- Most respondents are aged 21–30 years (75%), followed by below 20 years (19%), and 30–40 years (6%)
- 81% of respondents felt that staff listen carefully, while only 6% reported that staff do not listen well
- 69% of respondents rated staff as always polite, 25% as mostly polite, and only 6% as sometimes polite.
- 56% felt staff were very respectful, 31% respectful, and 13% sometimes respectful.
- 50% of respondents rated staff as very confident and 50% as confident.
- 19% felt the staff were very fair, 44% fair, 31% sometimes unfair, and 6% unfair.
- 63% respondents were satisfied, 31% very satisfied, and only 6% unsatisfied.
- 31% rated staff as very professional, 50% professional, and 19% felt staff were unprofessional at times.
- 56% said updates were always provided, 31% often, and 13% sometimes.
- 44% of respondents found staff very friendly, 50% friendly, and 6% neutral.
- 63% felt complaints were always resolved, 25% often, and 13% sometimes.
- 25% rated service as excellent, 56% good, and 19% average.
- 75% would recommend the office, while 25% would not.
- 94% felt staff take responsibility for mistakes, only 6% disagreed.

SUGGESTIONS

- While most staff listen carefully, continuous training can ensure all employees actively listen and address concerns without misunderstandings.
- Politeness and respect levels are high, but occasional lapses exist. Staff should undergo customer etiquette workshops to ensure consistency
- About one-third of respondents felt the solutions were sometimes unfair. A clear complaint resolution policy should be implemented to ensure fairness and transparency.
- Since 19% found staff unprofessional at times, regular performance evaluations and soft-skill training can help improve professional behavior.
- Some customers reported irregular updates. Staff should provide timely updates and keep customers informed until resolution.
- Although satisfaction is generally high, focusing on personalized service and quick resolution can turn “satisfied” customers into “very satisfied.”
- With most staff already friendly, motivating employees to maintain a positive and approachable attitude will further improve customer relations.
- Since 94% felt staff take responsibility, this positive aspect should be encouraged through reward systems for employees who admit and correct mistakes promptly.
- To move from “good” to “excellent,” the office can adopt digital feedback systems, faster service delivery, and customer appreciation initiatives

CONCLUSION

This study confirms that in today's highly competitive and customer-centric business environment, handling customer queries and complaints professionally is not just a support activity but a core business strategy. Customers are the foundation of every organization, and their perception of how their concerns are addressed has a direct impact on satisfaction, loyalty, and brand reputation. Professionalism, empathy, accountability, and timely communication emerge as the key pillars of effective customer service.

The findings from the KOTTAKKAL region highlight that modern office administration and customer service practices are increasingly shaped by technology. Digital tools, automation, and cloud systems significantly improve efficiency, accuracy, and collaboration, while also reducing costs and time consumption. However, challenges such as overdependence on technology, system failures, cybersecurity risks, and the continuous need for employee training cannot be overlooked. Organizations must therefore strike a balance by combining reliable technological systems with skilled, empathetic, and well-trained human resources.

Overall, the study emphasizes that complaints should not be seen merely as problems, but as opportunities to strengthen relationships, gain valuable feedback, and improve service delivery. By investing in employee training, adopting secure digital systems, and fostering a customer-first culture, businesses can transform complaint handling into a strategic advantage. Ultimately, the integration of human expertise and technological innovation ensures that customer queries and complaints are managed more efficiently, leading to higher satisfaction, stronger loyalty, and sustainable organizational growth.

QUESTIONNAIRE

1. Gender

- Male
- Female
- Other

2. Age Group

- Below 20
- 20–30
- 31–40
- 41–50

3. How well do you listen to customers' complaints?

- Listen carefully
- Listen most of the time
- Listen sometimes
- Do not listen well

4 How polite do you try to be when talking to customers?

- Always polite
- Mostly polite
- Sometimes polite
- Rarely polite

5. How respectful are you when handling complaints?

- Very respectful
- Respectful
- Sometimes respectful
- Not respectful

6. How confident are you that most customer complaints can be solved?

- Very confident
- Confident
- Unsure
- Not confident

7. How fair do you think the solutions you provide are?

- Very fair
- Fair
- Sometimes unfair
- Unfair

8. How satisfied are you with the speed at which you can resolve complaints?

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

9. How professional is your body language and tone while dealing with customers?

- Very professional
- Professional
- Sometimes unprofessional
- Unprofessional

10. How often do you update customers about the progress of their complaints?

- Always
- Often
- Sometimes
- Never

11. How friendly do you try to be when customers contact you?

- Very friendly
- Friendly
- Neutral
- Unfriendly

12. Do you take responsibility if a mistake happens from your side?

- Always

- Often
- Sometimes
- Never

13. How would you rate your overall ability to handle customer queries and complaints?

- Excellent
- Good
- Average
- Poor

14. Do you feel customers' complaints are taken seriously in your office?

- Yes
- No

15. Would you recommend your office's complaint handling system to others?

- Yes
- No