

ABSTRACT

CLASIO, APRIL MINERVA V., MORANO, JALYN B., VALENZUELA, MARY JOY B., 2013. Mariners' Polytechnic Colleges, Panganiban Drive, Naga City. "HANDLING CUSTOMER COMPLAINTS BY SELECTED EATERIES/CARENDERIAS, FASTFOODS and RESTAURANTS".

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This study was undertaken to determine the strategies in handling customer complaints by selected eateries/carenderia, fast food and restaurant for the year 2012. Specifically, it answered the following questions: 1) What is the profile of these food chains? 2) What are the manifestations of non-verbal cues of unsatisfied customers in each food chain? 3) What are the common customer complaints along a) food, and b) service?

The method used in this study was the descriptive-evaluative methods were 75 randomly selected eateries; fast food and restaurants were used as respondents. A questionnaire was formulated and used as major tool in gathering the needed data. The data were gathered and treated through the use of frequency distribution, percentage and ranking method.

The major findings were: 1a) Along the manifestations of non-verbal cues of unsatisfied customers in terms of body language; shakes head to show dissatisfaction and scratching in the head (39 & 28) ranked first and second respectively; while pointing to the food (10) ranked last; 1b) Along facial expression; not smiling and raised eyebrow (28 & 26) ranked first and second respectively; while frown (21) ranked last; and 1c) Along reactions; tells other about his/her complaint (60) ranked first and goes out of the restaurant ranked second/last. 2a) Along the common customer complaints in terms of food, the food is not hot/cold as it should be and food is not delicious (36 & 29) ranked first and second respectively; while the food has hair strand (12) was least considered; and 2b) Along service, food not served on time and food served in small portions (33 & 24) ranked first and second respectively;

while food served is not ordered (11) ranked last; and 3) Along the strategies in handling customer complaints, apologizing and putting suggestion box (49 & 41) ranked first and second respectively; while conducting random survey (16) ranked last.

The major conclusions were: 1a) Generally, customers' initial body language is to shake their head whenever they are not satisfied with the food as well as the service of a certain restaurant; 1b) Generally, those customers who don't wear a smile on their face are those unhappy with what they are eating; and 1c) Generally, customers' initial reaction about a complaint is to tell others about the issue. 2a) Generally, customer complains especially when the food is not hot/cold as it should be; and 2b) Generally, customers tend to complain when the service is so slow; and 3) Generally, the very first thing to do whenever there are customer complaints is to apologize.