Complaint Category

Module Guide: Complaint Category

Module Location

Settings > CRM > Complaint Category

Module Purpose

The **Complaint Category** module is used to create and manage a standard list of complaint types received from customers. Its purpose is to classify each incoming complaint into a specific category (e.g., Packaging Issues, Defective Product, Shipping Issues) so that it can be handled, tracked, and analyzed more effectively by the customer service team.

1. Main View (Complaint Category List)

The main page displays all the complaint categories that have been registered in the system.

View Explanation

- **Search Filter**: Allows for a quick search based on the complaint category name.
- **List Table**:
  - **Checkbox**: A checkbox to select one or more categories to be deleted.
  - **No.**: Serial number.

- **Complaint Category Name**: The descriptive name of the complaint category (e.g., `End User - Product Performance Issues`).
- **Order**: A number that determines the display order of the categories.

- **Action Buttons**:
  - **New Complaint Category**: Opens the form to create a new category.
  - **Delete**: Deletes the selected categories.

2. Add Complaint Category Page

This form is used to add a new complaint category to the master data.

View Explanation

- **Complaint Category Name**: A field to enter the name of the complaint category (required).
- **Order**: A dropdown selection to determine the display order.
- **Buttons**:
  - **Save**: To save the new category data.
  - **Cancel**: To cancel the process.

3. Steps to Add a New Complaint Category

1. From the main page, click the **New Complaint Category** button.

2. Fill in the **Complaint Category Name** with a clear description (e.g., `Distributor - Late Delivery`).

3. Select the appropriate **Order**.

4. Click the **Save** button.

4. Integrated Workflow & Business Process

- **Service Ticket Management (Ticketing System)**: When the customer service team creates a new ticket for a customer complaint, they will classify the ticket using one of the categories available here.

- **Escalation and Assignment**: Complaint categories can be used as the basis for automatic escalation rules. For example, all complaints with the "Defective Product" category could be automatically forwarded to the Quality Control team.

- **Root Cause Analysis**: By grouping complaints, management can easily identify problem trends. If many complaints fall into the "Packaging Issues" category, the company knows there is a systemic problem that needs to be investigated in the packaging area.

- **Management Reporting**: This data provides powerful reports for management to evaluate overall product and service quality, as well as customer satisfaction.

5. Tips & Important Notes

- Use a clear naming scheme to distinguish the source of the complaint, as seen in the example (`End User - ...` vs `Distributor - ...`). This is very helpful for segmenting analysis.
- The **Order** field can be used to group similar categories together in the list, making it easier to navigate.
- Periodically review the existing categories. Remove categories that are no longer relevant or add new ones as different types of complaints emerge.

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