

**A REQUIREMENT MODEL FOR CUSTOMER COMPLAINT
SYSTEM BASED ON CRM: A CASE OF UNIVERSITI UTARA
MALAYSIA**

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A project submitted to Dean of Awang Had Salleh Graduate School in partial
Fulfillment of the requirement for the degree of
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ABSTRACT

Customer complaints' play an important role in improving the services in higher institutions, and it is important to know how to handle them more efficiently in order to keep and maintain the relationships with the “customers” such as student, alumnae, staff members, faculty (college) members, and etc. At the moment, the customer can only lodge their complaints, but their problem might not be entertained. This project is focused on deriving a requirement model of the customer complaint system for universities based on CRM perspective. A prototype is developed based on the proposed requirement model and this prototype is evaluated by using perceived usefulness and ease of use where the respondents are from Universiti Utara Malaysia (UUM) students. The feedbacks from 50 respondents about the system prototype are quite good which are showed with 5.46 grand mean for perceived usefulness factor and 5.37 grand mean for perceived ease of use factor with the scale of 7. Therefore, it can be concluded that the prototype is useful and easy to use. This requirement model is expected to facilitate the other university to develop and enhance the system for customer complaint.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

Customers' complaints play very important role for any organizations including universities. Complaints could bring benefits to the organizations such they may identify areas that needed improvement, provide opportunities for customer to voice their opinion on certain matters, and also provide quality service and satisfaction to the customers. So, it is very important to handle a costumer's complaint, because it may lead to an improvement for customer service in the organization.

A complaint is a statement that shows unsatisfactory/unacceptable (<http://oxforddictionaries.com/definition/complaint>), or it also may define as a description of a problem and procedures that a person follow in order to resolve that problem before reaching the point where he or she does not know how to proceed (http://uk.ask.com/what-is/what_is_a_complaint). Those whoever receiving the complaints usually view them as negative attacks by disaffected people, however, complaints can also bring advantages.

One of the areas of study that deals with customer complaints is Customer Relationship Management (CRM). CRM is a business strategy that combines the

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only

5.3 Future Works

In the future, may be the requirement can be expanding based on the universities that want to use this proposed requirement model. For example, the complaint system can have more functions like integrating with email (Email Complaint), and etc. Additionally the prototype of system has been used in this project were JSP/Java and MySQL for storing the data, for the future it also possible to develop the system/system prototype using other technology like PHP, ASP.NET, and using ORACLE, MS-SQL for storing the data.

One function that should be added as the future work is to notify the customer through their mobile phone (SMS) so it can make them feel the system is more useful for them, and know whether their complaint is handled or not. In addition, the evaluation of the system in this project only has the sample of 50 respondents, for the future work it can be evaluated by more respondents so that the sample population reflects the actual population.

5.4 Conclusion

Complaint is very important for the organization including university. Every customer has the rights to give complaint and feedback to the university so the university should know how to maintain the relationship with these customers. The requirement model that produced by this project is hoped to facilitate the other university to develop and/or enhance the system for customer complaint. By using the prototype that has been developed, the university can try to use the system prototype before they can develop or enhance their complaint system.

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