

Application of Complaint Handling by Approach Model of ISO 10002 : 2004 to Increase Complaint Services

Agus Sukoco¹ and Yuthsi Aprilinda²

Faculty of Computer Science, Universitas Bandar Lampung, Indonesia

Abstract: *This study describes the components of available forage in Vahregan watershed, Central Iran and highlight issues relating to forage endowment and environmental dynamics. In this study, proper use factor and palatability models and their components use to develop the model of available forage and measure it. The components climatic, topography, land systems, vegetation, land use and grass and shrub species composition changes were analyzed using GIS. In this study source of information are herders, land and livestock owners, research institution and personal field inspections. Responses to the questionnaires were obtained from local government offices and research on rangelands and analyzed in parallel with the results of detailed interviews with pastoralists. The results of the completed overall model of available forage showed that of the 18346.2 hectares in the range area only 8.36% of the rangeland is in good condition and the rest are in fair (13.8%), poor and very poor (77.82%). About 16812.85 ha (91.64%) of the rangeland area shows a downward trend, only 1533.35 ha (8.36%) upward trend. About half of the rangeland is not favorable for domestic livestock grazing. The range condition situation and its trend in consideration of soil and slope properties in this study indicates that the rangeland in Vahregan is a fragile production system, sensitive to soil erosion and rangeland degradation, so for a long time sustainable exploitation should be goes to minimize land degradation in the future, proper management and sustainable exploitation should be implemented in the future*

Key words: Available forage model, Palatability, Proper use, GIS, Central rangeland, Iran.

Introduction

A services in a public mangement services on a government instution or even on private institution has became an impotant thing (1). The most important thing on principal services is mass fundamental requirements concern on education, sanity and Indonesia housing also has worst record on services, according to WIR survey Indonesia ranks 138 from 140 countries. And according to Jakarta LBH and YAPPIKA (incorporated in mass service public care 2011, complaining on education is 16 %. According to Mega (2013), needed a complaint management to solve the problem in order the complaint is monitored, so we can take the fastest respond to solve the problem.

The satisfy of customer becomes one of company object, especially on handling customer complaint services is one of an important aspect (2),The system of complaint handling that handled manually causing time delay on

complaining relay from front liner to the backroom, it increases the length to solve the complaint, that also causing on lowering the faith of customer on that institution. (2). One the other side the availability performance is needed and controlling compensations concern on service level, those are not the problem that can be solved easily. Because the existing system doesn't support yet the availability report fast and accurate. The one example is handling complaint that needed by every company the many of problem retardation in complaining problem process that can combine the competence, technic skill and skill of giving comprehensive and versatile solution(3).

Information technology and communication applying that has touched many activities in humanity lives, it can give a big hopes, especially in increasing customer services. Thus be able to close the gap between the provider and be provided (4), on the preparing of global

era, we are charged to increase the availability optimally and professionally so be hoped it can give professional service [2], along with more complicated and critic demand for services.

For easing the complaint process is needed a system of complaint handling which based on ISO 10002 : 2004, which taken from skill of capability, knowledge and the system that runs automatically. On building the system of complaint handling is needed strategically and systematic steps where the system of complaint handling placed, because the system of complaint handling must be completed by reservation, the user interface that can be known easily, includes have best service quality (5).

From system of complaint handling which based ISO 10002 : 2004 it is necessary entry data from user and skilled that based from the problem and patched solution will become based knowledge that will be used as problem solution that faced by the user of handling complaint system (6).

One of the references that used to solve complaint satisfaction of customer is ISO : 2004, because there are some clausal that concerns with complaint services (7), on building handling complaint system is needed a systematic and strategic steps.

I. Literature Review

1.1. Complaint

Communication between providers and customer that causing customers become dissatisfaction are service, facility or product it can be categorized as complaints (8), one of important things from complaint handling is a raw data which used as a base step to collect the valuable information. The activity on complaining process generally called complaining service, though the complaint has to check again, whether it is included to the rights thing that can become a complaint form or not (8), first step on receiving complaints is sorting back on the complaint so that complaint have the things that can be formed as

information to increase the information become a better one.

Complaint as: "A complaint is an expression of dissatisfaction, about the standard of service, actions or lack of action..... affecting an individual customer or group of customers.

complaint management is really important, observation that related on complaints are increasing every years. Some of observations concern to complaints those are about validity of customer complaint, approach models related on complaint handling, monitoring of complaint, so the complaint is handled effectively. So the complaint is prioritized handling and rank of complaint is grouped well.

Moreover, according on increasing the services, the view point of customer is ultimately important because of their direct involvement. In this perspective, web based system of support decision for management of business process employs customers complaints is proposed to handle customers complaints as one of repairing analytically. Moreover [13] will be presented a new model based on Service Oriented Architecture to increase the communication between mass and government. By using the existing model, the dissatisfaction of customers can be minimalized and encourage them to take participation in increasing services, moreover the new approach is provided use mining data tools to manage customer complaint. This approach is used to figure out the relationship between various groups of mass and several of compliant by using mining data technic.

The established organization encourages the customer to express their complaint. They seek on changing complaining customer become a satisfy customer.

The organization is getting to know about the weakness on giving services on customer, as a self-introspection tool of organization to be responsive and always wanting to hearing the sound and customer choice, ease the organization to find the way out to

increase quality service, if promptly handled, customer feel that their hope and interest is thoughtfulness, it can increase faith and loyalty of the customer to services organization, the great and success complaint handling can increase the satisfy of customer.

The fundamental of handling complaint process well is depending on the framework's power. The effective complaint application is also developed as pointed on standard framework. Because of that, research that related with framework of handling job is getting increase with the aim to increase the process of handling complaint. The findings suggest implanting the adaptive approach to dodge the error of attention allocation, energy, another research. Beside of that, handling system of complaint must be easily accessed by customer and responsible, staff can manage the complaint directly. Framework of job which presented allows customer to carry opinion efficiently by the process of new product developed and plan the center of online customer for grouping and analyze the useful information.

1.2. System of Complaint Management

A wonderful conclusion from customer satisfaction is in every compliant, have scale and complaint prioritize, this thing will be related on top of all to overcome the complaint in order to provide satisfy to the customers (9) efficiently and preventing the loop of complaint. So that needed the system of CRM and also needed strategy through e-business in order to getting more profits, such as: a). aiming to increase satisfies of customer b). Ensuring the reach of promotion and communication to customer, c) decrease negative feedback about customer, d) Increasing loyalty between both of sides, and e)The Increases of work ethics has become one of motivation.

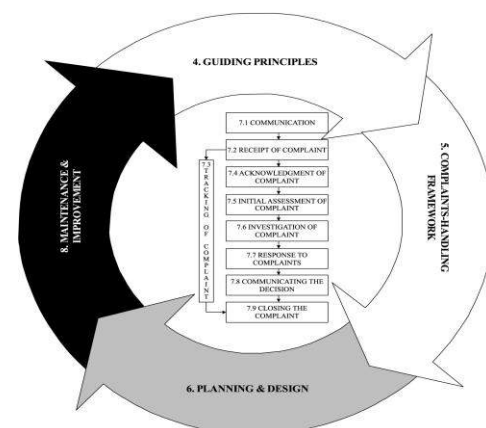
Using complaint management system, the company must be adequate to

control complaint and presenting fast answer.

1.3. Management system based on ISO 10002 : 2004

In an organization that will be implanted standard of ISO 10002 : 2004 about handling system of complaint, has two mainly aims such as handling the complaint well so that will give satisfaction either internally or externally, the handled complaint is be able to increase the service performance, the indicator of care and satisfy of customer is by giving complaint.

In ISO 10002 : 2004 there is a model in handling the complaint it is such as explained below



Complaints Handling Framework
Planning and Design Maintenance and
Improvement

Four of those parts define nine principles to help the organization and guarantee system of complaint handling can work effective.

SPK Principles

Contain principles that must be exist on complaint handling

Visibility

Information about “how” and where the complaint must be publicized to the customer or related parties.

Accessibility

The process of handling complaint must be easily presented by customer to an institution. The formed information must be existed detail about how to overcome that complaint it is also supported by information that easily understood.

Responsiveness

Handling of complaint must be as soon as possible responded and overcome fast, the existing complaint must be overcome fast and lead the complaint to accurate place directly. After led to the authorized due to their complaints, so the next step is the existing complaint has to be monitored and be responded back to customer.

Objective

The coming complaint from customer, must be received well and fairly, and must be objective and unusually on handling.

Charge

There is no money tax on complaint handling.

Secret

The person who gives the complaint has to be saved the secret, so the received complaint can be more effective especially related on the given information.

Focus on customer

The given information is the appearance of care in focusing the customer satisfaction.

SPK framework

Fifth part from ISO 10002 : 2004 standard was giving SPK framework, knowing the hoped or what will be taken from complaint handling effective, with

existing framework of complaint handling.

Sixth part of ISO 10002 : 2004 placed the related thing of framework in implanting SPK :

Commitment of organization

The strong commitment on handling of system complaint is first step of smooth establishment of handling complaint system effectively, thus the strong commitment from all relations become an obligation.

Policy

The peak of management must settle handling system complaint as a policy, that policy is not only must be known by all organization but it is also must become cultured policy, the policies that related to SPK must pay attention on something like:

It must be relevant with the requirement of regulation and applicable law.

The financial aspect must be operational and the requirement comes from organizations.

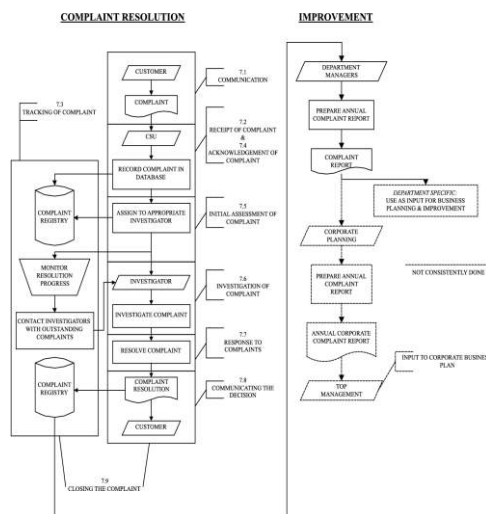
The inputs come from customer either personal or relation.

Sixth part of ISO 10002: 2004 placed guidance for the planning and designing. It's very interesting to be recorded that article 6.1 claims that "organization must have planning on effective design and the efficiency of process complaint handling in order to increase the loyalty and satisfaction of customer, and it is also to increase the existing product quality. Essentially, this statement is aiming to indicate complaint handling, complaint resolution and repairing. In order to reach main purpose, the standard points that functional purpose has been determined according to performed work and existing-needs source.

From the section of planning, top management must set the target that related to complain of customer, for each position level, the planned interval target is measured by the standard is achievement and performance. Things that have to be prepared on the planning are:

a) Communication of *handling complaint system*(HCS)

In the application of HCS, the form filling has to be easily accessed by the relation, and HCS gives the guarantee for each complaint is saved and can be processed again.



Standard complaint form supposed who, the reporting complaints address, how is the complaint, complaint time, information of complaint monitoring process, how the process of handing complaint, how the information state of handling complaint.

- Receiving process of complaint in HCS
- On receiving complaint, it is better for HCS to give unique code of complaint handling automatically, so ease to search. So that in HCS the supports of the information effectively is:
- Description about a complaint and the supporting data.
- Requesting about un-responded complaint in HCS.
- Tempo or time limitation of complaint.

- Receiver complaint data, is contained about “who is the receiver”, the department.
- The fast complaint responds.

b) Complaint Browsing

The complaint must be able to be searched from the first time it’s received, from the process until the compliant feels satisfy or the handling of complaint is solved. The fresh state must be always exist on each asks or in some interval.

c) Complaint Verification

In HCS receiving complaint through web, after receive the complaint, it is better to verify again about the truth of complaint to the compliant, using email or telephone.

d) The start of classify of complaint estimator

After received on HCS, the complaint has to be valued from the start with such of kind criteria, it is like problem complexity, impact, the needs of fast respond.

e) Complaint investigation

Some of complaints usually must be investigated to know the causes, investigation mechanic must be done by information and condition of complaint. The level of investigation is based on seriousness levels of reports that can be known from the reports, the incident frequency and level of importance of a complaint in HCS.

f) Complaint Respond

After done the investigation, team must give fast respond, in HCS is better to respond the complaint with technology of warning system.

g) Communication on taking the conclusion.

Communication in team must be clear on the personal that related and the taker of conclusion to take the respond of complaint solving. In HCS must be explained about the accessed form by the individual who will overcome the complaint according to problem and first receiving.

h) Closing the Complaint

If the receiver of complaint receives conclusion proposal or repairs complaint, must be done and recorded. In HCS the electronic archiving must be provided easily and provided to be accessed.

If the complaint cannot be received on the perform time, the complaint is in processing state and becomes alternative correction. In HCS should provide developing monitor perform and correcting all of the process so it satisfy all parties.

2.2.2.1. Maintenance and Continuous Improvement

1. Data collection

The coming data of handling complaint system (HCS) must be archived so it becomes a group of information that can be used again on handling the same complaint. Board of HCS must create and implement a mechanism for filing complaints procedures and response and use the complaints system, including protecting any information, and ensure the confidentiality of the reporter, the things that must be considered by the HCS:

- a) Setting action steps to identify, collect, classify, store and distribute / dispose archive.
- b) Archive storage complaints and maintain records, in the form of electronic files, and data backup.
- c) Keep archive through training and work instructions especially with involved person.

2. Analysis and evaluation of complaints

In HCS systems should be classified, finalists, identified, issues, trends and classify the causes of grievance complaints.

3. Measuring of complaint handling satisfaction

There should be in the HCS action complaints were dealt assessment.

4. Monitoring of complaint process

Periodically there are complaints monitoring process, both in terms of reporting and level up.

5. Audit system of Handling Complaint

Periodically and regularly have to perform an audit to evaluate the performance of the handling of complaints.

6. Management review

Upper management should conduct management review periodically to guarantee the continuous of handling complaint effectively and efficiently.

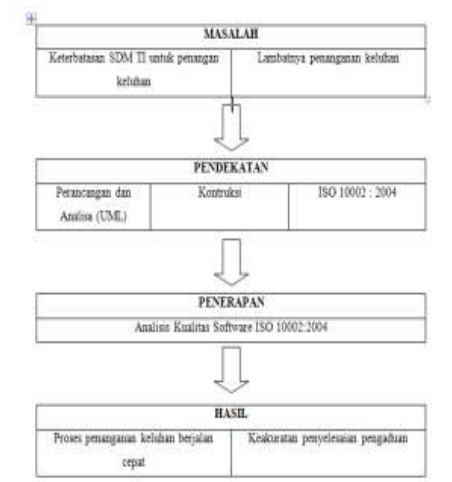
7. Continuous of increasing

HCS must be increased and developed continuously so it is getting effective and efficient.

2.3. e-Complain

Electronic Customer Relationship Management (e-CRM) especially e-Complaint is helping that has used e-business especially to increase and add customer loyalty (10), e-Complaint is customer feedback where placed from marketing system based *web-enabled*, so e-complaint needs reflection from customer correction. The success of management which have been standardized so be able to consist and focus on a goal that to increase continuously. The using of technology of information that based on web is increasing this time on, to measure the handling of performance especially for *online* business that able to be higher in place than traditional business (10).

3. Frame Work



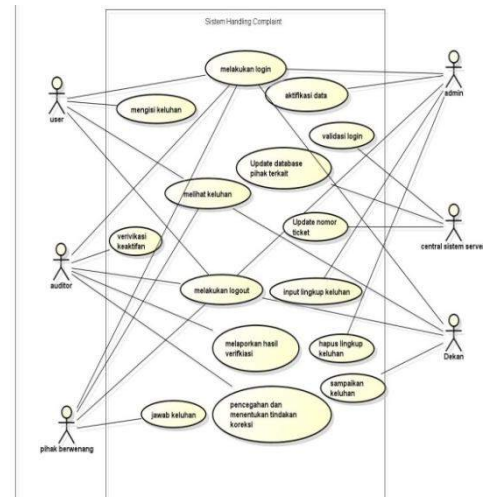
3.1. Needs Analysis

Needs analysis is needed in order to analyze the needs of planning of system or even in building application program. After the process of needs analysis has done well so the needs of system will be known accurately. Since this time, the handling of complaint is done manually, this makes the handling is not maximal for sure, especially on the efficiency of time and performance effectiveness. Thus, needed a handling on complaint handling which developed by using software so can ease the process of complaint handling, testing and measurement.

3.1.1. Unified Modeling Language

1. Use Case Diagram

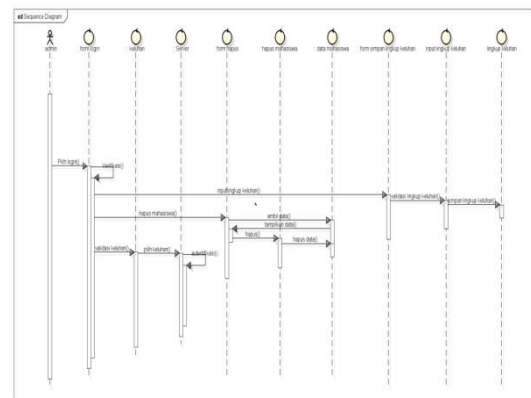
Here is the explanation of Diagram Use Case graphically by drawing the interaction between system and the user of Diagram Use Case, here is described a user, an admin, a dean and auditor who will use the application of complaint handling and descript how the user interacting with the built system at once.



From the above picture, actors want to show the registration process of related person until the complaint is responded.

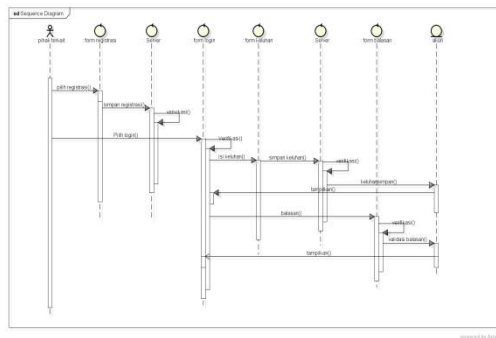
2. Sequence

a. Sequence Diagram of Admin



From the above picture, actor explains the plot of process from login until logout by admin.

b. Sequence of Related Party



Picture 3.14 Class Diagram

The picture above is a diagram that shows classes which exist on a system of handling complaint.

c. Sequence of Diagram Login

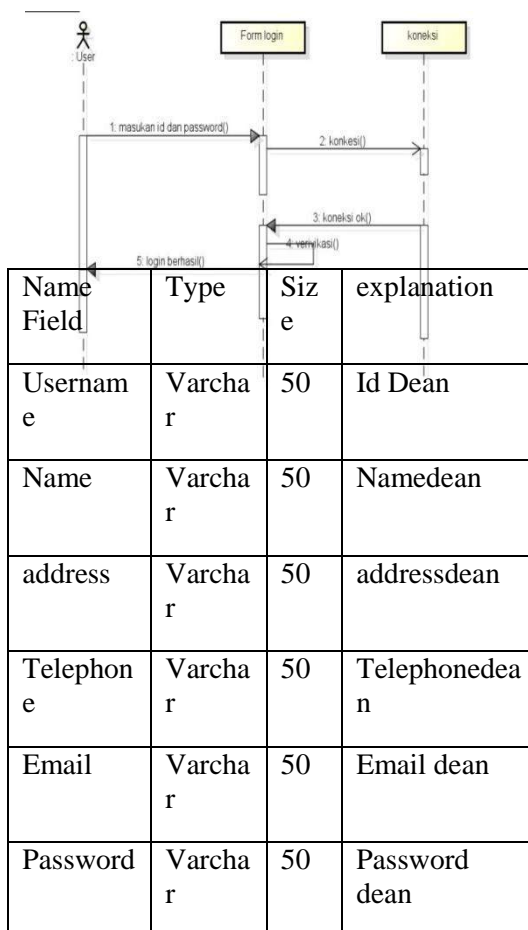
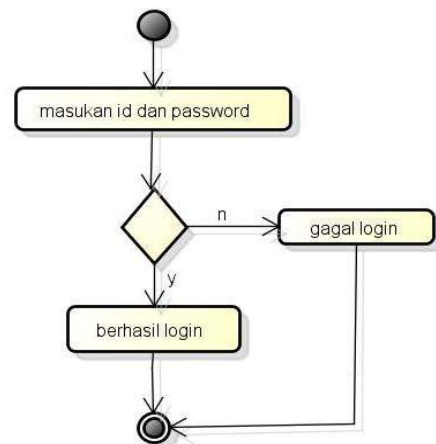


Diagram Activity

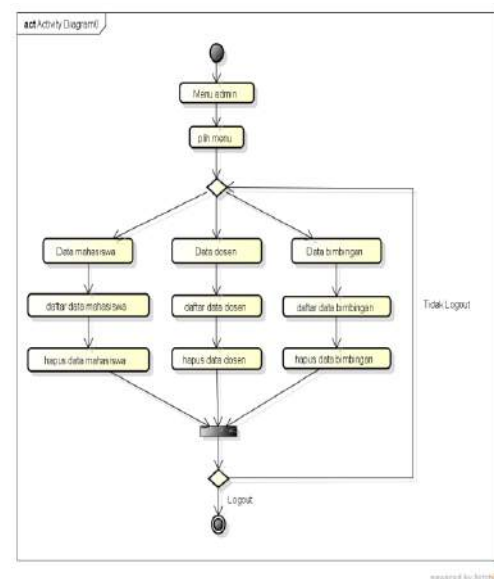
a. Activity of login diagram



Picture 3.15 activity of diagram login

Activity diagram above describes about the plot in system of complaint handling which is being worked and the picture above also describe about login activity.

Activity of diagram admin menu



Picture 3.16 activity of diagram menu admin

Activity of diagram above describes of activity plots in the system of complaint handling which is planned and also the picture above describes the plot of admin activity.

3.4. Database Structure

a. Structure of admin database

Table name : Admin

Length of 1 record : 150

Field Name	Type	Size	explanation
Username	Varchar	50	Id Admin
Name	Varchar	50	Admin's Name
Password	Varchar	50	Admin's Password

b. Dean Database Structure

Table name : Dean

Length of 1 record : 300

c. Lecturer Database Structure

Table name : Lecturer

Length of 1 record : 350

Name Field	Type	Size	explanation
Username	Varchar	50	Id dozen
Name	Varchar	50	Namelecture
address	Varchar	50	addresslecture
Telephone	Varchar	50	Telephonelect
Email	Varchar	50	Email lecture
Password	Varchar	50	Password lecture
Status User	Varchar	50	Status complain

4.1 Analysis of Software Quality ISO 10002 : 2004

After the spreading of questioner obtained respond from user of Fik

Complaint website, this questioner consists of 7 questions that contained Visibility characteristic, Accessibility, Responsiveness, Objectivity, Confidentially, and customer focused approach. Inside the questioner there are 1-9 scales which has been analyzed, that scale has been translated to 3 levels, those are *Low*, *Medium* and *High* (L) is a scale between 1-3, *Medium* (M) is a scale between 4-6 and *High* is scale between 7-9 that existed inside the questioner. Number of responds above explains that :

- High* if respondent number reach *high* so the respondent showing that how much the interests of the respondent on Fik Complaint *website* and shows that respondent give good responds to Fik Complaint *website*.
- Medium* if numbers of respondent results *Medium* so the respondent shows how much the interest to Fik Complaint *website* and shows that respondent gives a good enough respond.
- Low* if numbers of respondent reach how much the interest of respondent to Fik Complaint *website*
- and shows that respondent gives a bad respond to website.



Result of questioner data according to table 4.1, consist of number of user respond as the exist questions in the questioner and the results is according to the much level.

No.	Question	Respond Number User			Results Level	Characteristic
		Low (L)	Med (M)	High (H)		
1	Is there any component or feature of the website that doesn't give complaint handling well when you want to see the state or your complaint of answer?	-	5	15	H	Visibility
2	Is there any component or feature of the website complaint handling that is not understood easily and useless?	-	6	14	H	Accessability
3	Is the existed website of handling the complaint promptly dealt according to their urgency?	1	3	16	H	Responsiveness
4	Are your complaint handled properly and fairly?	4	13	3	H	Objectivity
5	Does the website provide access to complaint handling	-	3	17	H	Charges

User Interface

The picture below is the appearance of user interface to interact with system.

4.5. Black Box Testing

Index Page

No	Tested Object	Result
1	Link Login Action : Click Result : Appearing of Login Page	Success
2	Link Register Action : Click Result : Appearing of Scholar Page Register	Success
3	Link Register Action : Click Result : Appears register lecture page	Success
4	Link Register Party Authorities Action : Click Result : Manful page register party Authorities	Success

5	Login Button Action : Click Result : Appears page login	Success
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Table 4.2 black box testing of index page

This black box of index page is used to test things that related to internal logic and code structure. On this testing is used formula such as:

$$\text{Cyclomatic Complexcity } V(G) = E - N + 2$$

Where ; E = Path

N = Node

Here are the tests of white box on :

Flow graph picture is plot of system process on admin web page.

a. Set Path Linier

1 – 2 – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10

1 – 2 – 3 – 11 – 12 – 2 – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10

1 – 2 – 3 – 11 – 12 – 13 – 2 – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10

1 – 2 – 3 – 4 – 5 – 14 – 4 – 5 – 6 – 7 – 8 – 9 – 10

1 – 2 – 3 – 4 – 5 – 6 – 7 – 15 – 16 – 7 – 8 – 9 – 10

1 – 2 – 3 – 4 – 5 – 6 – 7 – 8 – 17 – 18 – 8 – 9 – 10

1 – 2 – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 4 – 5 – 6 – 7 – 8 – 9 – 10

b. Cyclomatic complexity

$$V(G) = E - N + 2$$

$$V(G) = 22 - 18 + 2$$

$$V(G) = 6$$

Conclusion

After analyzing result of questioner, that result compared to the needed level in the standard of ISO 10002 : 2004

Analysis Kualitas Produk			
Karakteristik	Hasil	Level yang dibutuhkan	Hasil Penelitian Aktual
Visibility	H	H	Sesuai
Accessibility	H	H	Sesuai
Responsiveness	H	H	Sesuai
Objectivity	M	M	Sesuai
Charges	H	H	Sesuai
Confidentiality	H	H	Sesuai
customer focused approach	M	M	Sesuai

Table 5.1 Research Result Website FIK Complaint based on ISO 10002 : 2004

Based on overall studies produced some important findings that can be formulated in the following conclusion below :

1. Characteristic of visibility in the research produces high level, and the needed level is High so the result of research declared that Website FIK Complaint is characterize visibility is relevant with standard ISO 10002 : 2004.
2. Characteristic of accessibility in the research produces high level, and the needed level is high. So the result of research declares that FIK website UBL Complaint on characteristic of Accessibility is relevance with ISO 10002 : 2004.
3. Characteristic of responsive in research produces High level, whereas the required level is High. Results declared so Fik website UBL on the characteristic of responsive is not relevance with ISO 10002 : 2004
4. Characteristic of Objectivity in the research produces high level, while needed is medium, so the results declare that Website FIK Compliant UBL on Objectivity Characteristic is relevance with standard ISO 10002 : 2004.
5. Characteristic of charges in the research produces high level, but the needed level is High so the result of research declares that website of FIK complaint UBL on charges characteristic is relevance with ISO 10002 : 2004.
6. Characteristic of confidentiality in the research produces high level, but the needed level is high so the results of research declare that website FIK Complaint UB in Charges Characteristic is relevance with ISO 10002 : 2004.
7. Characteristic of customer focus approach in the research produces medium level, but the needed level is medium so the result of research declares that website FIK Complaint on characteristic of customer focus approach is relevance with ISO 10002:2004.

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