

Date: 30/12/2019

Civil Engineering Association

Activity: 1. A Seminar on Handling of Customer Complaints
2. Addressed by HOD to Encourage Students

Conducted by: Civil Engineering Association

Presented by: Dr. Srinivasa Rao.CH

II Year :

III Year :

IV Year :

Content delivered: Handling Of Customer Complaints:

- Complaint.
- Quality.
- What does the customer want?
- Regional preferences.
- The economic climate.
- Temperament of individual customers.
- The value of the product.

Types Of Complainers:

- Meek customer
- Aggressive customer
- High- roller customer
- Rip-off customer
- Chronic complainer customer

Basic Principles to be followed while handling Quality complaints
Complaint handling process.

Faculty Coordinator: N. Neena

