

Use of the complaint procedure in management of a production enterprise

Summary

After-sales processes, including the complaint process, are one of the most important elements in company structures, as well as in the area of customer service. Despite this, they are still a topic that companies do not want to talk about. There is a deficit of publications in the scientific literature dealing with the issue of complaints, especially in manufacturing companies.

This work is a contribution to the literature on the subject in the form of a case study of a large manufacturing enterprise operating on the Polish market. The enterprise that agreed to conduct empirical research for the purpose of this work is one of the largest Polish manufacturers of doors, employs over two thousand people, has five factories in various locations, and its annual turnover reaches 500 million PLN.

The work was divided into a theoretical part and a research part. In the theoretical part, based on the available literature on the subject, scientific research and legal acts, European and national legal provisions regarding consumer protection are discussed and the complaint process is presented as a tool for improving the enterprise. The research part presents the subject of own research, the results of surveys conducted among salespersons of the sales network of enterprise X and the results of a direct interview with the top management of enterprise X.

The aim of this dissertation was to demonstrate the importance of complaint procedure as an element of management of a manufacturing company.

Author's own research was divided into three stages. The first stage was exploratory research, consisting in the observation and analysis of after-sales processes implemented in enterprise X. Then, surveys were conducted among employees of the dealer network and of authorized sales points of enterprise X. The last stage was direct interviews with the top management of enterprise X.

To achieve the stated goal of the study, three research hypotheses were adopted and positively verified:

1. Enterprise X does not fully use the information available in complaint reports.

2. The complaint procedure conducted within the examined enterprise is too long from the customer's point of view.
3. Sellers who cooperate with enterprise X and serve customers have insufficient knowledge of consumer protection laws.

The conducted research allowed for the achievement of the aim of the work, which was to demonstrate the importance of complaint proceedings as an element of enterprise management. The research for the purpose of this work also resulted in new implementations in enterprise X. It was shown that the complaint procedure is one of the most important processes in the company, which directly affects the improvement of the quality of other processes and the improvement of product quality. Moreover, complaint handling was presented as a very important factor in building a competitive advantage. This work may be an introduction to further scientific research in the area of after-sales processes, as well as an inspiration for other companies that are still afraid of and hide the topic of the complaint.