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From the Editor's Desk

Rosary College of Commerce & Arts provides tremendous opportunities to students and faculty thus contributing to their overall development. The publication of the college research journal GYANA is one such initiative. Research enables us to think critically, develop analytical skills and expand knowledge and understanding of a chosen subject. It helps in discovering new facts and finding solutions to the existing problems.

I congratulate Asst. Prof. Leonard Joanes and the editorial board for their tireless efforts and dedication in bringing out this issue. We have been extremely impressed by the insightfulness of reviews performed for the Journal, which in many cases have substantially improved the quality of our published articles. Our main focus is to publish quality research articles for the benefit of the readers. I thank all our authors for submitting quality research articles to GYANA. I am sure this issue of GYANA will motivate teachers and students to embark on the journey of research writing.

Dr. Helic Mario Barretto
Associate Professor & Acting Principal

Foreword

"...Aside from the pure pursuit of knowledge for its own sake, research is linked to problem-solving": John Armstrong.

Research for the sake of it is a futile exercise. There is a need to get back to purposeful research which will benefit the society. The efforts spent to find solutions to problems through systematic investigation and to broaden the horizons of knowledge are the underpinnings of genuine research.

GYANA provides the platform for budding researchers in institutions of higher education to launch into the world of research writing from small beginnings. The feedback from the blind peer review exercise helps novices in identifying weaknesses and adopting the recommendations into their papers. The current volume of GYANA includes papers from Commerce and Management.

I acknowledge the honor accorded to me by the Acting Principal, Dr. Helic M. Barretto in appointing me as the Convenor of the Editorial Board of GYANA. His guidance and support have given the boost to publish this edition of GYANA in turbulent times. My sincere gratitude to the editorial team for all the assistance and support rendered to me. On behalf of the Editorial Board, a word of appreciation to the authors for their contribution, and cooperation in facilitating publication of their papers in GYANA.

Mr. Leonard Joanes
Convenor – Editorial Board (GYANA)

GYANA

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CONTENTS

Socio-Economic Study of Migrants in Sanvordem -- 01
Village
-Ms. Pretty Louiza Pereira

Customer Complaints Analysis in an Automobile -- 13
Service Company
-Ms. Sela Pereira¹
-Ms. Surabhi Gore²

SOCIO- ECONOMIC STUDY OF MIGRANTS IN SANVORDEM VILLAGE

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ABSTRACT

Migration is a common phenomenon either by humans or other living organisms. Migration is not a new term; it has been existing since ancient time. But in recent times migration has been increasing at an alarming rate. Migration can be either be undertaken due to economic, social, political, environmental or on personal grounds. Migration creates a lot of advantages and disadvantages to both the host and parent country/state. This paper focuses on finding the factors which influence migration to Sanvordem village. Various statistical devices have been used.

Key words: migration; standard of living; facilities; problems

Introduction

Migration means movement of people or group of individuals to a new place voluntarily or involuntarily. Migration is a shift from a place of residence to another place for some length of time or permanently including different types of voluntary movements(Kaur et al, 2011). It is also a factor which causes a change in the population. Migration is not a new term to India, data on migration was collected at the time of first census of India in 1881 based on the birthplace. According to census of India, migration is

classified into four different types on the basis of administrative boundaries of a district and state. There are different types of Migration, like emigration and immigration, inter-continental migration, internal migration, rural-urban migration, involuntary or forced migration, impelled migration (also called reluctant or imposed migration, seasonal migration, return migration, long and short-term migration. Migration is undertaken due to economic, social, political, environmental or on personal grounds. There are different factors responsible for migration. Migration has both the effects on both the places i.e., the place of leaving the original place and the new place. We call them push and pull factors. Push factors included drought and famine, natural disaster, crop failure, poverty, war and conflict, unemployment, lack of clean water, inadequate education facilities, inadequate health provisions, lack of services and amenities, etc. Pull factors include high potential of employment, good food suppliers, better living conditions, a safe atmosphere, a safe and good environment (no violence and less disease), more comfort, proper housing and quality housing, entertainment (cinema halls and restaurants), lifestyle, etc. In 2011 Goa received 1.35 lakh migrants from neighboring states (Malkarnekar, 2019). Migration in Goa does not only consist of people from other states migrating to Goa for better prospects of life, but also Goans migrating to other countries for better prospects, or job opportunities. There are different theories which speak about migration like J. Harris-Todaro M. Model, Ravenstein's Law and Sir Arthur Lewis model.

2. Objectives of the study

- a) To study the socio-economic conditions of migrant workers.
- b) To find the reasons for migration by the respondents
- c) To identify the different types of jobs secured by migrants

- d) To measure the standard of living of the respondents before and after migration

3. Hypothesis

H0: There is no significant difference in standard of living of the respondents before and after migration

4. Research methodology

Data for this study was collected using convenient sampling method. A structured questionnaire was distributed to a sample population of 100 respondents who were selected in Goa, as per the author's convenience.

5. Data Sources:

5.1 Primary Data: The respondents of the present study consisted of the individuals living in Sanvordem village. The sample size was 100. The respondents were selected using convenience sampling method. However, an attempt was made to make the sample more representative of the respondents. Data was collected through offline mode by providing physical structured questionnaire, which was prepared through review of literature. The questionnaire consisted of items related to different factors influencing the study along with the necessary demographic information.

5.2 Secondary Data: It has been collected through research articles, e-journals and websites. The data is denoted using percentages, graphs, tables, pie charts and Rank Spearman correlation.

6. Review of Literature

Kaur et al (2011) found that due to monoculture in agriculture, Punjab is highly dependent on migrant labour. Most of the farmers

employ migrants on a short-term basis. The suggestion made was that the Punjab Government should first verify the migrants as they are causing many social problems.

Saikia(2016) examines the economic condition of the migrant workers in the Thiruvananthapuram district of Kerala. The researcher also analyzed the income, consumption and savings pattern, and nature of work of the migrant workers in the Thiruvananthapuram district. It is found that informal information networks through migrant workers from native place plays a vital role in migration of workers to Kerala. Poor economic conditions in the native place, high wage rate and better employment opportunities in Kerala have been identified as the main reasons of migration to Kerala.

Sanyal and Maity (2018) found that the most important cause of Migration is socio-economic conditions like wage differentials and disparities in the developmental policies which induces migration. The paper also discusses the trends and pattern of internal migration, effects of migration on education, health and living conditions.

Thakur (2017) discussed the socio-economic condition of the migrant workers engaged in small scale industries sector, construction and brick kiln sectors. The research paper analyses the states of the origin of the migrants, the demographic profile of the migrants, and income details since migration, their expenditure details and the basic problems of the migrant workers. It was found that the economic conditions of the migrant labour improved after migration and there was also a substantial increase in the incomes of the migrants. Most of the migration is seasonal in nature as the migrants migrate for 4 to 5 months. This paper also gives importance to the attitude of the local people towards migrants.

About the Study Area

7. Sanvordem village is located in Sanguem Taluka South Goa with the total population of 5,103 (Sanvordem Town Population - South Goa, Goa, undated). According to Sanguem Town Population - South Goa, Goa (undated), Sanguem Taluka has a density of 73 persons per sq.km and the main occupation of this taluka was mining.

DATA INTERPRETATION AND ANALYSIS

8. Table 1. Demographic profile of the respondents

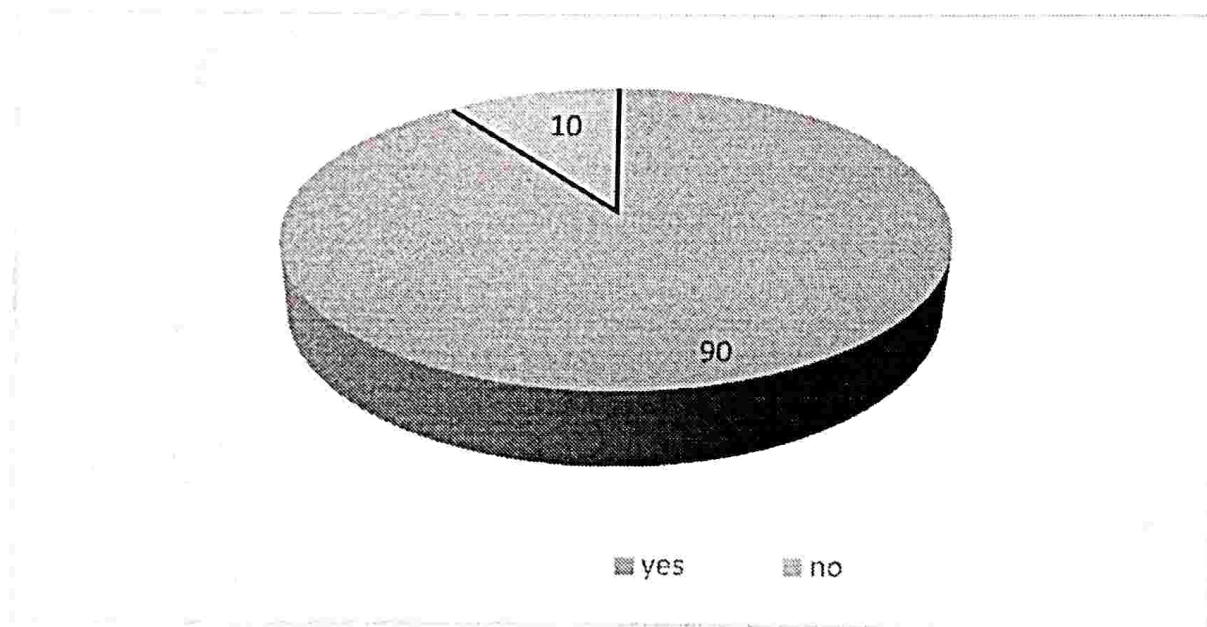
Category	Items	Percentage
Gender	Males	50
	Females	50
Age	Below 18 years	5
	18-25	40
	26-35	37
	35 and above	18
Educational Qualification	below SSC	40
	SSC	20
	HSSC	20
	Graduation	13
	Others(diploma/ITI)	7
Monthly Income (Rs.)	below 10,000	2
	10,000-15,000	53
	15,000-20,000	20
	20,000- 25,000	18
	25,000 and above	7

Native Place	Maharashtra	25
	Karnataka	45
	Kerala	5
	Bihar	15
	others	10

Source: Primary Data

From Table 1, it is inferred that there are equal numbers of males and females. Most of the respondents are in the age group of 18-25 years and 40 percent of the respondents have education below SSC. Majority of the respondents earn income level of Rs. 10,000-15,000 and 45 percent of the respondents were from Karnataka.

Figure 1. Verification undertaken

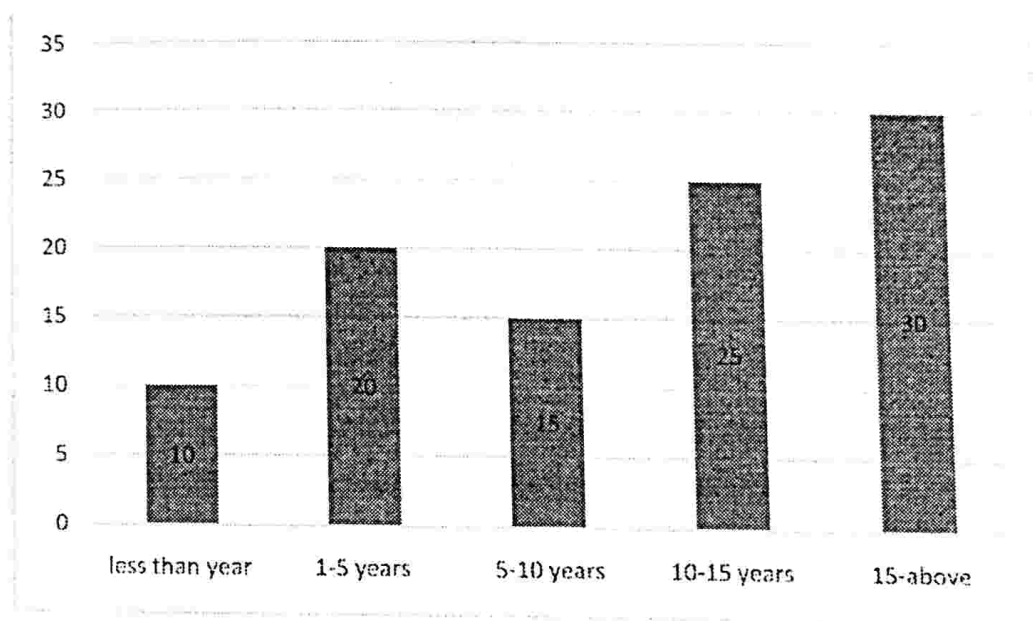


Source: Primary Data

Verification of the migrants is most important before leasing a house or place to stay on rent. It is found that 90 percent of the house

owners perform verification of the migrants before giving them a place to stay and 10 percent do not. If verification is not performed, it results in anti-social behaviour such as thefts, drugs, etc. Similar results were also found in the study conducted by Kaur et al (2011). It would be better if 100 percent verification of migrants is done so as to act as deterrent to social ills attributed to migration.

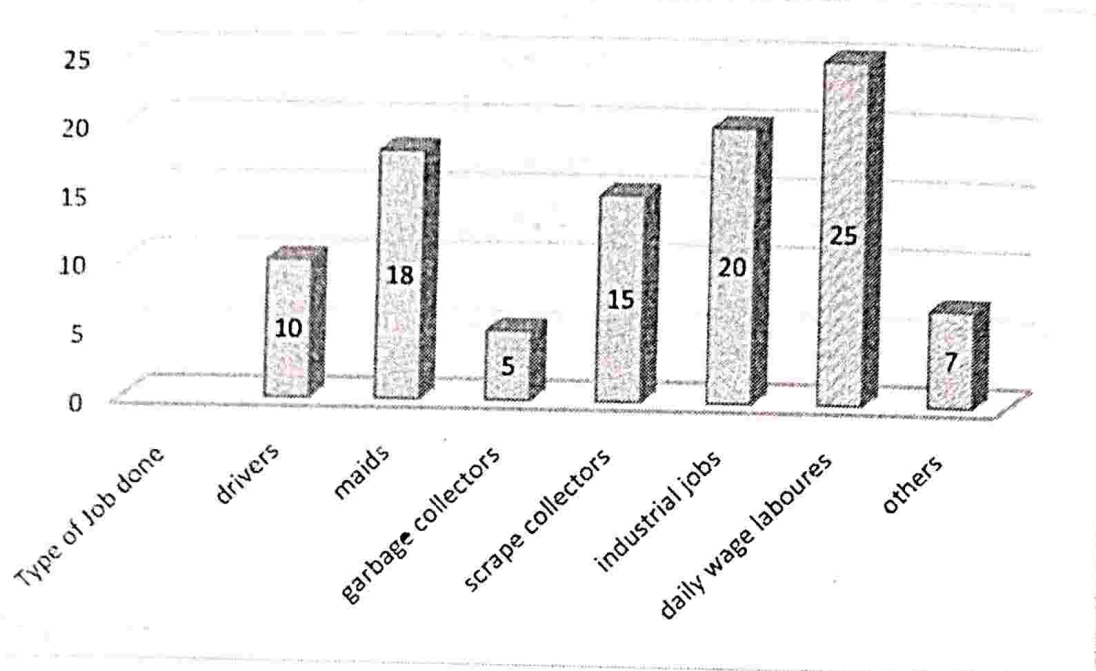
Figure 2: Period of stay in Sanvordem



Source: Primary Data

From Figure 2, it is inferred that 30 percent of the respondents are staying in Sanvordem village for 15 years and above and have since become residents, 25 percent of the respondents were staying from 10-15 years, while 20 percent were staying for 1-5 years, and while 10 percent of the respondents were staying less than one year. It can be inferred that most of the migrants have been staying in Goa for last 15 years and above due to better standard of living, higher wages, job opportunities.

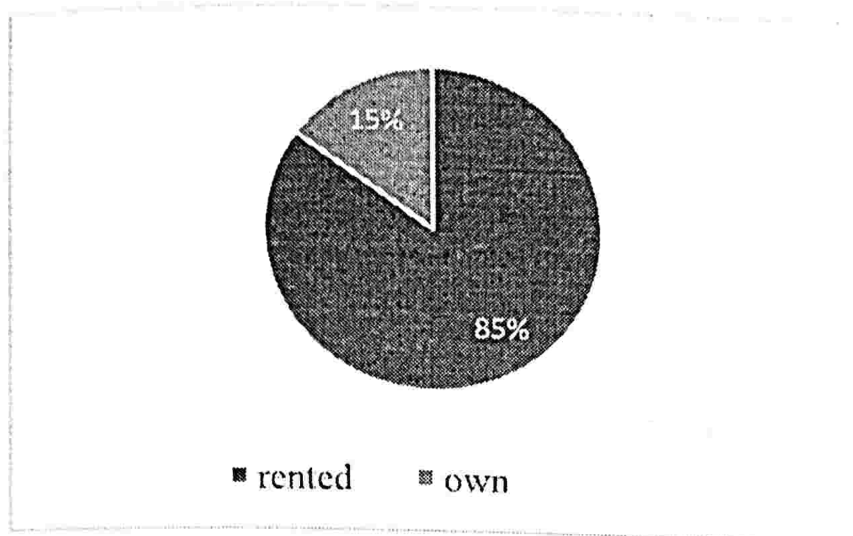
Figure 3: Type of job done



Source: Primary Data

People usually migrate in search of work. Figure 3 shows the type of job undertaken by the migrants from Sanvordem Village. Majority of the respondents are employed as daily wage labourers, 20 percent of the migrants are working in the industrial estate (Kakoda and Nessai), 18 percent of the migrants are working as maids, 15 percent of them are scrap collectors, 10 percent are drivers, and 5 percent are garbage collectors. Maids, industrial jobs and daily wage labourers accounted for 63 percent of the jobs. There is also disparity of wages among genders as was found by the study conducted by Thakur (2017).

Figure 4: Type of houses



Source: Primary Data

The pie chart in Figure 4 depicts that majority (85 percent) of the respondents live in rented houses while 15 percent of them live in their own houses. Majority of the respondents live in rented houses as their standard of living is not high, and also to own a house they should have sufficient income, permanent job and regular income which the migrants do not have.

Table 2: Reasons for Migration

Reasons for Migration	Percentage
Crop failure	7%
Drought and famine	3%
Poverty	10%
Unemployment	30%
Lack of basic facilities	35%
Inadequate education facilities	5%
Others	10%

Source: Primary Data

From Table 2, it can be inferred that most of migrants (35 percent) migrated due to lack of basic facilities in life, 30 percent of them migrated due to unemployment, 10 percent migrated due to poverty and another 10 percent for reasons which include marriage, social and political factors, 7 percent migrated due to crop failure, 5 percent migrated due to inadequate educational facilities and 3 percent due to drought and famine. Informal networks in state of origin play an important role in migration to Goa, as was found in the study conducted by Saikia (2016).

9. Hypothesis

H0: There is no significant difference in standard of living of the respondents before and after migration

Rank Spearman correlation is used to test the hypothesis

$$\rho = 1 - \frac{6 \sum d_i^2}{n(n^2 - 1)}$$

p = Spearman's rank correlation coefficient

d_i = difference between the two ranks of each observation

n = number of observations

Table 3: Income Level before and after migration

Sr. No	Income Level (Rs.)	Income before migration	Income after migration
1	below 10,000	50	2
2	10,000-15,000	19	53
3	15,000-20,000	15	20
4	20,000-25,000	13	18
5	25,000 and above	3	7

Source: Primary Data

$p = -1.19$

The p value indicates that there is no significant difference in standard of living before and after migration by the respondents. Therefore, the null hypothesis is rejected.

10. Conclusion

The study revealed that most of the migrants were in the age group of 18-25 years and were employed as daily wage laborers earning an average salary of Rs. 10,000-Rs. 15,000 per month. Most of the migrants were from Karnataka and migrated to Goa in search of employment, and also a better standard of living and higher wages. Most of the jobs secured by migrants in Goa are low paying jobs with the disparity in wages among genders. Verification of the migrants is done to avoid the nuisance caused by them. Most of the migrants have resided in Goa for the last 15 years and above, and have stayed in rented houses as they do not have a higher standard of living and income. There is no difference in the standard of living of the respondents before and after migration.

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CUSTOMER COMPLAINTS ANALYSIS IN AN AUTOMOBILE SERVICE COMPANY

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ABSTRACT

Complaints are considered an integral part of improving organizational performance. Complaints show failures in the business process. They need to be dealt with as soon as possible to avoid losses to an organization. This study deals with the analysis of customer complaints on automobile services. It is conducted to determine the causes of customer complaints and suggest a better complaint handling system. The employees of the company were interviewed personally to get information on customer complaints. The complaints are classified as technical, service, and miscellaneous. The analysis is done using MS Excel and through a Pareto chart. The analysis revealed that 60% of complaints are technical. The organization needs to have separate departments, training for SOPs to handle complaints. In the long run, artificial intelligence software and robots for a prompt solution to technical issues will help the company to succeed.

Keywords: customer complaints; Pareto; automobile; service

Introduction

A Customer complaint is a dissatisfaction shown by customers towards a product or a service purchased. Customer complaint management entails the proper management or handling of customer complaints and giving of prompt solutions so that the

organization's reputation is maintained and customers are satisfied. The goal of customer complaint management is to increase customer loyalty towards the organization and provide improved quality. It is essential to cater to customer needs and requirements, and get feedback because it helps in overall growth. The organization can then make necessary changes as per customer's feedback, and this will, in turn, lead to increased sales and hence benefit to the organization. The Pareto Chart is a tool used to find defects and prioritize overall improvement. It is a technique that helps in better decision-making.

Study Area

ABC Company was incorporated in April 2010. The company has the 3rd largest dealership of a well-known automobile brand in India with a sales and service center. ABC Company gets the supplies for the cars from Gurgaon and Manesar. Its annual sales revolve around 80-100 units. The company has 100 employees. Their mission is to constantly exceed customer expectations, provide customers true value proposition, fulfill all their commitments towards their customers and suppliers, continuously train their personnel, improve their systems, and recognize and reward excellence.

ABC Company has a state-of-the-art facility with sales, service, spares, and true value cars under one roof. They have an optimum technology infrastructure set up and have been awarded the best dealer in infrastructure. In a short period, ABC Company got an overwhelming response from customers in Goa. For customer complaint management, the following steps are followed by the employees:

- Complaint capturing: The customer care department enters the complaint in the logbook by collecting all the customer's details.

- Complaint analysis: The complaint is forwarded to the concerned department based on the nature of the complaint. The complaint should be addressed in 24 hours.
- The customer is informed about the steps taken, and the solution is provided.
- Complaint Monitoring: After the complaint is resolved, the customer is called and asked if that problem had occurred again.

The organization has an integrated complaint management system with standard operating procedures. However, the system does not seem adequate as customers are repeatedly complaining about the same problem. Also, the company is not able to identify the root cause behind customer complaints. This research aims to identify the causes of customer complaints so that corrective measures can be developed to resolve customer issues.

Literature Review

Fornell & Wernerfelt (1988) suggested encouraging complaints from dissatisfied customers so that customers are not lost. Stauss & Seidel (2019) state that complaint management is of great importance for companies in two ways. On one hand, it takes the dissatisfied customers as a target group and has the central task of stabilizing customer relationships at risk due to dissatisfaction, thereby avoiding customer losses. On the other hand, complaint management provides valuable information input for quality management because complaints contain relevant information about the quality defects perceived by customers and their unfulfilled expectations. Complaint information can be used for the improvement of products, services, and processes. Cho et al (2002) investigated the current sources and causes of online complaints and researched the effective ways of handling customer complaints by examining different product types. Hsiao, et al(2016) analyzed

restaurant complaints through a decision tree approach and used six sigma methodologies to improve the service quality by identifying and addressing underlying causes of failed service. The results showed that there was a 60% decrease in the number of customer complaints received.

Objective

To analyze the types and causes of customer complaints at ABC Company.

Methodology

The information on customer complaints was collected by personally interviewing five employees of the customer care department and researching the company's log documents. The employees were asked about the complaint management process, feedback mechanism, and the types of complaints. The study period was from April 2021- May 2021. The complaints were tabulated on MS Excel by dividing the complaints into three categories, i.e., technical, service and miscellaneous. After categorizing, there were eight types of complaints in the technical category, five types in the service category, and seven types in the miscellaneous category. The frequency, cumulative quantity, and cumulative percentage were calculated in MS Excel. With this information, a Pareto chart was created. A Pareto chart is used to highlight the most important among a set of factors. The highest bars are put on the left and include a line showing the scores produced by adding the heights from left to right (Wilkinson, 2006). The Pareto Principle states that the causes of a problem can be divided into two categories; the vital few (a small number of causes that account for most of the consequences) and useful many (the large number of remaining that individually and collectively account for a relatively small part of the consequences). This chart is used widely in quality control settings to

identify critical factors leading to failure or defects in a process. Quality control often represents the most common causes of defects, the highest occurring type of defect, and the most frequent reasons for customer complaints. The suggestions were based on best practices on handling complaints by the industry.

Data Analysis

The customer complaints were classified into three categories: technical, service, and miscellaneous. Table 1 lists the complaints under each category.

Table 1: List of Complaints

Technical Complaints	Service Complaints	Miscellaneous Complaints
Scratch Marks	Washing was not done	Pricing hike
Central lock not working	Dent on car	Not given proper explanation
Getting vibration from the vehicle	Stain on seat	Exchanging an old car with a new car
Mileage issue	No servicing reminder call	The vehicle was not available on the said date
Front window glass noisy	An inventory estimate was given, but when it came to picking up, charges were hiked	Not given proper manual book
Steering issue		Not given the promised booking accessories
Accelerator issue persists		There was no enough fuel after the delivery of the car
Getting noise from the back		

Source: Primary Data

The frequency and cumulative frequencies obtained for the complaints are represented in Table 2.

Table 2: Customer Complaints Analysis

Complain	Frequency Quantity	Cumulative Quantity	Cumulative %
Scratch Marks	15	15	10.34
Central lock not working	12	27	18.62
Noisy front window glass	12	39	26.90
Getting vibration from the vehicle	11	50	34.48
Mileage Issue	10	60	41.38
Accelerator issue persists	10	70	48.28
Steering Issue	10	80	55.17
Getting noise from the back	9	89	61.38
Washing was not done when it came to delivery	8	97	66.90
Stain on seat	8	105	72.41
Dent on car	7	112	77.24
No servicing reminder call	6	118	81.38
Inventory estimates were given, but when came charges were high	5	123	84.83
Not given proper explanation about the car	5	128	88.28
Exchanging an old car with a new car	5	133	91.72
The vehicle was not available on the said date	4	137	94.48
There was no enough fuel after the delivery of the car	3	140	96.55
Not given proper manual book	2	142	97.93
Pricing hike	2	144	99.31
Not given the promised booking accessories	1	145	100
	145		

Source: Primary Data



Ways to Minimize the Complaints

- GYANA** Vol. XV No. 1 2020-21

customers complain (Tax & Brown, 1998). The customer complaints allow the company to improve its service quality. Hence, companies must strive to reduce the barriers for customers to complain. Some of the strategies that can be employed are to make the feedback easy and convenient and reassure customers about the complaint management system. The company gets many complaints. Most complaints are regarding the technical issues with their vehicle. The company should maintain communication with its customers while the complaint is being addressed and solved.

- A robust feedback mechanism needs to be developed through which customers can give their opinions. In case the customer is not satisfied with the service, alternative services can be provided. Providing feedback should not be time-consuming but it should be a positive experience for the customer. It is seen that most complaints are recurring. Customer feedback post the resolution of the complaint will help solve customer issues. The company will also get to know the root cause of the problems.
- Standard operating procedures (SOPs) should be created and displayed in the servicing area. The SOPs will help the employees and the customers get a fair understanding of the care provided to the vehicles. In the instant case, SOP for service may include first checking the car's internals such as the engine, where the entire engine is checked correctly and repaired in case of anomalies. Next, the SOP for car repairs on the exterior wherein the brakes, door locks, wiper issues are checked and repaired, and lastly, cleaning and polishing, where the car is cleaned and polished to ensure that the scratch marks are polished. The company can have sub-divisions like mechanics who service only the internals i.e. engine, electrical systems and another sub-division to service the exterior of the vehicle like the glass, doors, locks system, and wiper. Lastly, the cleaning

sub-division. Training in specific areas of service can help the employees achieve higher efficiency and productivity.

- Customer relationship management (CRM) software, artificial intelligence (AI) software and robots can also check major and minor technical problems in the car when it comes to servicing. It will help to minimize any customer issues related to leaving a problem unsolved or unattended for the customers. Robotics can be used for painting and polishing cars, trimming, cutting, and washing cars.

Conclusion

Services are characterized as inseparable, i.e., the production and delivery of service co-occur. Services sometimes get distorted due to the involvement of the human element. In case of such failures, the company must address customer complaints. Additionally, to maintain and improve service quality, the companies must assess customer complaints and find solutions to overcome the problem. The Pareto chart is a vital quality assessment tool companies use to identify vital complaints that cause significant problems. In the instant case, the research highlights that technical problems are the primary cause of customer complaints at ABC company. Focus on the quality of customer service for technical problems will provide a competitive advantage to the company. Service quality is also a critical determinant of the company's performance and long-term growth (Bolton & Drew, 1991; Gale & Wood, 1994). It has a direct positive impact on consumers, affecting their satisfaction, leading to positive word of mouth and loyalty (Gremler & Gwinner, 2000). Automobile service companies can adopt the use of total quality management techniques like the Pareto chart for customer complaint analysis.

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