

## **TYPES OF COMPLAINT RAISED BY CUSTOMER IN AUTOMOBILE**

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### ***To Cite this Article***

**R.Jayashree, Dr. Ramya Thiyagarajan. "TYPES OF COMPLAINT RAISED BY CUSTOMER IN AUTOMOBILE". *Musik in Bayern*, 89(7), 133–142.**  
<https://doi.org/10.15463/gfbm-mib-2024-256>

### ***Article Info***

*Received: 02-04-2024 Revised: 25-04-2024 Accepted: 5-06-2024 Published: 29-07-2024*

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### **ABSTRACT:**

The customer satisfaction index both before and after a car purchase is important to the auto business. Customer service representatives should follow up and survey customers frequently to learn about their needs, feedback, and potential areas for product improvement. In order to maintain a consistent flow of income from current clients, this endeavor aims to aid in resolving issues and providing support with breakdowns that are related to customer satisfaction and retention. CRM (customer relationship management) assists with customer service and problem solving. Our attempts to resolve issues and provide breakdown help revolve around this CRM.

Customer complaint may result may lead in a position to fail or if your marketing material misleads them about your good or service, a customer complaint can follow. It could also indicate a problem that is out of your control. In other words, it's a result of a problem with the way your business functions. There are many different reasons why consumers become enraged; some are legitimate, while others are not. Anyone who works with consumers on a regular basis will sometimes come across cranky or negative people. A customer's response can determine

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whether they are happy with your services or decide not to utilize them in the future. It is crucial to take into account whether consumer complaints include significant

**Key Words:** Satisfaction index, Feedback, Customer Relationship Management

## **INTRODUCTION:**

In India, owners of two-wheelers and four-wheelers face similar issues. The most common complaints regarding automobiles are related to malfunctioning autos, inadequate quality checks before to delivery, damaged features, etc. Customers in Bangalore, Pune, Mumbai, New Delhi, Noida, Kolkata, and Chandigarh, however, regularly voice grievances regarding bikes and two-wheelers for a number of reasons, such as defective brakes, engine oil leaks, mileage problems, and starting problems.

Consumer forums, commonly referred to as consumer courts, are places where customers can file grievances against vendors or service providers. Once the vendor or service provider has been served with a legal notice and has failed to resolve the issue, the complaint is filed. Although speaking with a disgruntled customer is never enjoyable, you may expedite the settlement process by putting them at ease and showing that you care about them by following the steps outlined below. In customer service, handling irate customers is unavoidable, but it's not the end of the world. Helping consumers find solutions to their concerns, when done well, can really be rather enjoyable and even foster.

## **LITERATURE REVIEW:**

According to numerous studies (Baker-McClearn, Grreasley, Dale, & Grifith, 2010; Betsy, 2002; Erwin 1995; Hackett, 1989; Inman, Jordan, & Blumenfeld, 2004; MacLean, 2008; Martocchio & Judge 1994; Pinker & Shumsky, 2000; Schultz et al. 2003; Steel & Rentsch, 1995), absenteeism poses a significant risk to employers. Among them, Inman et al. (2004) talk about how assembly lines need every worker to be present and trained. Management has to act quickly to find a substitute when an employee is absent. Usually, a costly program that involves cross-training employees to execute several duties is developed to lessen this difficulty. They did note a rise in quality flaws, though. The effectiveness and quality offered by specialized and non-specialized workers are examined by Pinker and Shumsky (2000). Specifically, their model connects the learning curves of individual workers, system costs, and worker specialization to decisions regarding staffing policies and personnel. Among them, Inman et al. (2004) discuss how assembly lines require every worker to be present and trained; when a worker is absent, management has to find a replacement. To mitigate this difficulty, a high-cost program in which workers are cross-trained to perform multiple tasks is usually developed; however, they found an increase in quality defects.

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In conclusion, it is widely believed by researchers that the quality of products is negatively impacted when skilled individuals are replaced by less experienced ones. The validity of this theory is not obvious, though, as other employees may be able to make up for their lack of experience. Mateo (2008) examined four assembly lines with varying degrees of automation and discovered no connection between internal quality flaws and absenteeism. A defect that needs to be fixed during the production process before the product is shipped to the customer is known as an internal quality defect. Nevertheless, no study has been done on how absence affects customer quality complaints, or external quality complaints.

**THE OBJECTIVE OF THE STUDY:**

**Sales Complaint**

Category	Sub Category
<b>Delay in Delivery</b>	Waiting period remaining & mentioned on the Order Booking Form Or Extended waiting period official mail communications are done from dealer.
	Non availability of Particular Variant / Color Discontinued
	Early delivery/reduction of long waiting period request from customer even though he/she has not done any Booking
<b>Registration</b>	Customer complains for delay in HSRP & RC when Self Registration chosen by him [Temporary RC documents already provided by Dealer]
	Delay in Registration due to RTO mistake / Govt. Errors matters beyond the control of Dealers - e.g. wrong printing on RC - correct documentation by Dlr.
	Customers asking for Color Coded Stickers for cars sold before New Policy Implementation.
	VIP/Choice Registration number/Old number retention, where Dealership fault is not there
<b>Unreasonable Customer Demand</b>	.For Discounts, Accessories on FOC basis without Receipt or Written commitment
	Insurance renewal cases where premium not paid by customer despite of reminder by Dealer
<b>Complaint Post 6 Months of Car Purchase</b>	Technical Faults / PDI issues in New Car to be transferred the Service
<b>Concerns Beyond Control of Dealers</b>	Price Increase, where in order booking form Terms & condition is duly signed.
	Errors displaying on HMIL official website [Models/ Colors/ Promotions]
	Deletion of features / product designing
	Quality of Product / Accessories not up to mark ( in case of Genuine Accessories)
	Corporate discounts / Govt. benefits when profile is not listed

	Fastag Related [Issue in recharging/Re-activation], when liability lies at customer end
<b>Insurance Related</b>	Insurance add-ons not explained , when proposal was already accepted by customer before insurance registration.
	Insurance Claim Not Accepted/ Delayed in Insurance policy
	Wrong / incomplete information on account of Insurance company mistake / Insurance Not updated on Vahan Portal
<b>Miscellaneous</b>	Closed / Terminated dealers    Legal Cases / Notice    Used Car cases
	Complaint registered @ Wrong Dealer   Duplicate complaint   Customer details not available / Found
	Natural calamities (e.g. Flood, Cyclone, hail storm, pandemic, COVID etc.)
	Complaints pertaining to Service & Used car will be transferred to Service and Used car respectively

**Service Complaint**

Category	Sub Category
<b>Delivery related complaint</b>	Vehicle not delivered in informed time / Service not done properly issue not resolved (car cleaning, job card issue not rectified or mentioned)
	Vehicle mishandled by service team / driver
	Vehicle scratch which was not found before giving for service
<b>Bodyshop</b>	Long waiting period in body shop, accidental claim
	Addition charges for body shop after claim (B to B not explained)
	Bodyshop work not done properly
<b>Parts</b>	Parts not received from manufacture/ delay / not available
	Warranty claim issue (3yrs or 4yrs) Addition charges for parts
	Wear and Tear parts not covering in warranty not explained
<b>Complaint Pre 6 Months of Car Purchase</b>	Technical / Mechanical Faults issue
<b>Concerns Beyond Control of Dealers</b>	Job not explained by customer during service
	Driving Mileage Issue

	Manufacturer defect such as oil leak, smoke issue, tyre tear, cluster failer etc.
<b>Insurance Related</b>	Insurance add-ons not explained, when proposal was already accepted by customer before insurance registration.
	Insurance Claim Not Accepted/ Delayed in Insurance policy
	Wrong / incomplete information on account of Insurance company mistake (B to B claim for total body)
	B to B miscellaneous issue (payment charged for pasting not explained)
<b>Miscellaneous</b>	Closed / Terminated dealers    Legal Cases / Notice    Used Car cases
	Complaint registered @ Wrong Dealer   Duplicate complaint   Customer details not available / Found
	Natural calamities (e.g. Flood, Cyclone, hail storm, pandemic, COVID etc.)
	Complaints pertaining to Sales & Used car will be transferred to Service and Used car respectively

**METHODOLOGY:**

How do I resolve issues about cars?

1. Speak with the automobile manufacturer: The customer should attempt to contact the car or bike dealer first if there are any issues with the vehicle. In order to contact the car firm from any region, including Bangalore, Mumbai, Pune, Kolkata, or Ranchi, you can also call their customer support line. Automakers will only try to fix the problem now because they value consumer feedback. The following customer support numbers are provided by a few of India's leading automakers:

But on sometimes, it has been seen that automakers are unwilling to cooperate with consumers, especially when it comes to car damage caused by a repair facility, engine leaks, battery issues, starting issues, and automobile

2. Send a Legal Notice:

On the other hand, if you think they are solely to fault and they refuse to take accountability or offer any concessions or fixes, you have the option to file a lawsuit against them by sending them a legal notice. You should consult a lawyer before writing or mailing a legal notice to an automaker. A lawyer's well-written notice has legal weight.

3. File a Consumer Issue:

To get your issue fixed, get in touch with the Consumer Forum if you have issued a legal notification to your car company and they have not replied. Should they fail to resolve your

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concerns, you have the option to file a complaint at the nearest consumer forum. Browse our article on Online Legal India by visiting our website.

#### **4. Provide a Fix**

However, this doesn't occur until you've accumulated sufficient data. Acknowledge your rights and obligations in relation to the policies of your workplace. You will merely get lazy if you make a commitment that you can't keep. When offering an answer, remember to be considerate and kind. Give your client the impression that you are prepared to accept accountability for the issue and the steps you will take to resolve it. Define the problem so that your customer doesn't have to repeat their story if someone else in the department is more qualified to manage it. This will help the transition go as smoothly as possible.

#### **5. Respond to the Client Promptly**

It is no longer beneficial to respond quickly when dealing with disgruntled customers. It is the most effective method for resolving client issues. While customers who are "pulling their hair out" are willing to wait a day for a response, those who are looking for features do not. Make sure that taking care of them comes first. You can filter messages that aren't quite encouraging by creating a separate support queue from the main queue. The group is able to recognize emails from customers that need help right away.

**6. Handling customer grievances** Not every person will enjoy what you create. That's the price of bringing something into the world. There's a good chance you'll get strong reactions.

To handle negative criticism and turn it into devoted consumers, you can arm yourself with strategies by establishing ahead plans, maintaining ideal positivity ratios, and framing feedback as particular, transient, and external.

### **HYPOTHESES:**

#### **FULL ASSISTANCE AND SUPPORT DURING BREAKDOWN CALLS**

The primary area of attention for the customer vehicle breakdowns, as they represent a significant concern in the automotive industry's post-purchase customer care. Offering quick action support and fixes for customer vehicles that break down. To guarantee maximum adherence to customer on prompt assistance for vehicle breakdowns. Based on the customer's requirements for customer service and problem solving, we also created a proprietary customer relationship management (CRM) system for them. Our attempts to resolve issues and provide breakdown help revolve around this CRM.

#### **TAKING CARE OF AND RESOLVING CLIENT COMPLAINTS**

Customer complaints regarding sales, spare parts, the support network, and goods are handled by

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customer care. We classify calls according to the type of complaint, which facilitates more effective complaint/response handling. Additionally, we created the structure to address the complaints. Additionally, call center helps with dealer coordination.

#### ACCESSING PUBLIC REQUESTS AND RESPONSIVE TO QUESTIONS

When customer phone customer care, they can also get information about new cars and ask where to buy or obtain replacement parts. Additionally, put up an auto-email trigger system to notify dealers of customer requests, guaranteeing that information requests are attended to and the loop closed to the satisfaction of the consumer. Generic consumer inquiries about dealerships, financing, support networks, and service goods are also handled by us.

#### POWERING THE CSAT AND FEEDBACK PROCESS

In addition to providing inbound welcome calls to prospective clients, also collects customer feedback via an eight-question survey that covers the sales process, the caliber of the service staff, general input to measure customer satisfaction, and the dealer from whom the client purchased the car. We also advised the customer to concentrate on current customer by calling them with service reminders and to schedule workshops to increase their turnaround time. We use call audits for each agent to rigorously monitor call quality.

#### SALES ASSISTANCE

Additionally, HGS maintains relationships with current customer that drive older cars with older engines. Customers who choose to purchase a new engine at a discounted price or have the old engine reconditioned are informed when the old engine is recalled.

#### ASSISTING WITH THE "TATKAL" SERVICE

In addition, as of 2011, we offer an emergency vehicle breakdown service known as "Tatkal" for all of India's National Highways (NH). The consumer receives a response from the client's service staff within 4 hours of reporting a car breakdown on a national highway. The restoration of the vehicle is finished in 48 hours. A daily penalty of ₹1000 is imposed if the service team fails to meet the 48-hour service level agreement.

#### POWERFUL TRAINING APPS

Our agents receive extensive training from us, which consists of three days of customer instruction, classroom instruction, on-the-job training, live demonstrations, and practical product experiences. To go live on the floor, candidates must pass both the written and the practice call drills. Agents who fall behind on targets and scores can also receive refresher training from the customer care.

## **RESULT AND DISCUSSION:**

A quick phone call to confirm everything is alright a few days later is the icing on the cake. Even a tiny act of reparation, like a free upgrade on the customer's next purchase or a modest gift certificate, can make this conversation less irritating and more fulfilling. Effectively handling customer complaints can improve your comprehension of their requirements, retain them as devoted customers, and expand your firm. Each time a consumer files a complaint, we get to think about how we may have resolved the issue more effectively and differently in order to win their trust. Keep in mind that a lot of our irate, silent clients just go. Execute the seven steps listed above.

An expedient phone call a few days later to confirm everything is good is the icing on the cake. An inexpensive gift certificate or a free upgrade on the customer's next purchase are two modest acts of reparation that can make this communication less irritating and more fulfilling. Successfully handling customer complaints will enable you to gain a deeper understanding of their requirements, retain them as devoted customers, and expand your organization. Every time a consumer files a complaint, we have the chance to think about how we may have resolved the issue more skillfully and gain their trust. Recall that a large number of our irate, silent clients just disappear. Perform the seven steps mentioned above.

## **CONCLUSION:**

According to this study, complaints and post-complaint satisfaction are moderated by user interaction. Nevertheless, it is constrained by a rather small sample size and data from a single-service context; hence, the generalizability of the identified causal linkages will be enhanced by repeated samples from other populations and/or replication across client groups and industry settings. Since code metrics are arbitrary and sensitive to bias, possibilities for additional research may arise from extended and cross-validation. Furthermore, the scope and importance of symbolic and practical tools that could appease the irate client and secure his reinstatement were not disclosed in the study. Additionally, it failed to specifically mention how long consumers must wait or how much personal time and effort they must put in to try to resolve the issue. Future studies should confirm our results and focus on closing

A key element of success in the automobile sector is CRM. To improve customer satisfaction, firms need to use CRM systems as consumer expectations change and competition rises. CRM offers several advantages, including proactive problem solving, streamlined procedures, and personalized interactions. However, there are a number of unique difficulties associated with



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implementing CRM systems, such as employee reluctance and data integration. Car companies may use CRM to build enduring, fulfilling relationships with their customers and prosper in this fast-paced market by adhering to best practices and taking inspiration from creative

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