



Impact of Complaint Handling on Customer Satisfaction in Atlas Honda Limited: A Study of Lahore and Gujranwala Regions

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Abstract

Customer satisfaction is the major concern of companies. Companies know very well that where manpower involved there are chances of failure and to tackle that failure companies offer warranties and guaranties to their customers. Many marketers states that in future only those companies will survive which have good after sales facilities for their customers, and companies which are managing complaints effectively and efficiently are more successful. To recognize the maximum extents of influence in complaint management on consumer satisfaction in the Atlas Honda Limited.

The sample used in this study consists of 150 respondents, who experienced failure in bike and had afterward complained. Systematic sampling technique was used to collect data. Data were collected via questionnaire using a structured survey. Research was completed in four months. The result of the study highlight the importance of skills level of both warranty dealer and his team, response of dealer towards complaint of customer, and information about the accessibility of complaint. Customers also have more concern about service orientation, bike performance after fulfillment of complaint, and first time acceptability of complaint. The only collected from two regions Lahore and Gujranwala, instead of all Pakistan and this research purely based on Honda's customers and not to be generalized for other Chinese brands.