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“DEVELOPING A COMPLAIN MANAGEMENT APPLICATION FOR BAHRIA TOWN  
RAWALPINDI”



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# DEVELOPING A COMPLAINT MANAGEMENT APPLICATION FOR BAHRIA TOWN RAWALPINDI



BAHRIA TOWN

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## **Abstract**

This project revolves around the development of a complain management application for Bahria Town. Based on the research Bahria town don't have an online compliant registration service. We believe that we can sell Bahria Town an application by which they can register their complaints online, minimize the time of resolving complaints, minimize the cost and maximize the cost. Moreover, this will give them a competitive edge in their market, and help their customers to view the status of their complaints throughout this process with the advantage of giving their feedback on the portal.

## **Acknowledgement**

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## **Executive Summary**

Bahria Town is the one of the most successful housing society in South Asia. It is known for the quality of life, security and customer satisfaction. The project seeks to understand the shifting dynamics technology in regards of customer satisfaction. Currently Bahria Town has a manual service for complain registration. Our idea is to sell a Customer Complain Management Application for Bahria town.

This application is made to help the customers of Bahria Town, and it will contains all the services tabs which Bahria Town provide their customer. This application will require a registration from the resident of Bahria Town. On the initial level this application would only work for Bahria Town Rawalpindi. It will the check the response of customer and the feasibility of application. In this project our role is as a mediator. We are going to help Bahria Town in making a Complain portal for their customers with the help of software engineers.

This project will tell us the technical aspect of the application which will let us understand the how the application is going to operate and how efficiently the staff I going handle it. Furthermore, project will lead us to the implementation of the project where we have discussed the marketing strategy of the application. Lastly deployment of the project will lead us to the handing over the application to the management of Bahria Town.

Every organization need to adapt the changing technology to survive in the market. In terms of Bahria Town the application would help them a lot to gain the competitive edge against their competitors. Since it has never been used by any of housing society in Pakistan. It will also help them reduce the waiting time of their customer care department.

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