

# ANALYSIS ON CUSTOMER COMPLAINTS RESOLUTION SYSTEM IN CASUAL DINING BUSINESS TOWARDS SERVICE IMPROVEMENT

## ABSTRACT

### AUTHORS

Micky Albina  
Rina Flor  
Jan Alex Paringit  
Klein Inna Yulo

### RESEARCH ADVISER

Dana France H. Ignacio, PhD

### AFFILIATION

Bestlink College of the  
Philippines

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Business

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This study evaluated the effectiveness of the customer complaint resolution system employed by Chowking, a well-known casual dining restaurant. It investigates the existing procedures for addressing customer concerns, with a focus on response time, communication channels, and resolution strategies. Data were collected through customer surveys, staff interviews, and a review of company feedback records. Results show that while Chowking generally upholds a responsive and customer-focused approach, improvements are needed, particularly in reducing response time and enhancing staff training to manage complaints with empathy and professionalism. The findings suggest that refining the complaint management process and implementing proactive strategies could significantly enhance customer satisfaction and promote long-term loyalty. This research offers meaningful insights for casual dining establishments seeking to improve their customer service systems and strengthen customer relationships. This study examines the effectiveness of customer complaint resolution systems in the casual dining industry, focusing on their impact on service improvement. A mixed-methods approach was used, combining quantitative and qualitative analyses. Descriptive statistics identified common complaint types, while correlation and regression analyses explored the relationship between complaints and service enhancements, as well as key factors affecting customer satisfaction. Qualitative methods, including thematic and content analysis, revealed recurring issues and insights from customer feedback, supported by case studies of specific complaint scenarios. Service improvement tools such as root cause analysis, service blueprinting, employee training, and customer feedback loops were integrated into the evaluation. Data were collected through surveys, complaint log reviews, social media monitoring, and interviews with customers and staff. The findings offer a comprehensive view of how effective complaint management contributes to service quality and highlight strategic areas for improvement in the casual dining sector. The evaluation of Chowking's customer complaints resolution system revealed meaningful insights into its operational strengths and areas requiring improvement. Overall, the findings suggested that Chowking maintains a customer-centric approach, showing a clear dedication to resolving concerns promptly and professionally. This study found that Chowking's customer complaint resolution system reflects a generally proactive and customer-centered approach. Most respondents reported satisfactory experiences, citing timely responses and courteous staff as notable strengths. These findings underscore Chowking's commitment to service quality and customer satisfaction. However, challenges remain, particularly in reducing response times and improving staff training in empathy and conflict resolution. Despite having multiple reporting channels such as feedback forms, hotlines, and social media, delays and inconsistencies in complaint handling across branches were frequently reported. These issues highlight the need for standardized procedures and continuous staff development. Quantitative analysis revealed a moderate positive correlation between effective complaint resolution and overall customer satisfaction, emphasizing the value of swift and empathetic responses. Qualitative feedback further indicated that customers value transparency, sincerity, and follow-up actions beyond mere problem resolution. The study also points to the potential of integrating technology—such as AI-driven feedback tracking and automated responses—to improve efficiency and consistency while preserving a human touch. In conclusion, while Chowking's current system provides a strong foundation, ongoing improvements in responsiveness, staff training, and technological integration are essential to strengthen customer trust and loyalty. These insights may also benefit other casual dining establishments aiming to enhance complaint management practices.

## RECOMMENDED CITATION

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