

ABSTRACT

Most of the marketing Literatures distinguish Customer retention as the ability of a business to retain customers. Moreover, the relationships between Customer complaint management and Customer retention have mostly been studied separately.

This study aims to find out the importance of customer complaint handling effectively in order to retain customers with reference to Mobitel (Private) Limited. The sample was derived from the daily walk in customer complaints received to Head office frontline. A sample size of 60 customers was used to test the hypotheses. Quantitative research method was used through a Likert scale questionnaire to gather data from the sample.

The researcher used descriptive statistics such as numbers, tables, and charts to organize, describe, summarize and present the raw data. The end results illustrated that customer complaint management significantly affects customer retention. Therefore, it is suggested that the management should consider complaint management as foundation to build customer retention.

Key words: Customer Complaint Management, Customer Retention, Customer, Complaint.