ABSTRACT

Complaint resolution refers to the procedures and actions taken by service providers to address customer complaints and recoup dissatisfied customers. This study aimed to examine the effectiveness of complaints resolution approaches on customer satisfaction in LGAs taking Arusha City Council as case study. Specifically, the study determined the complaints resolution approaches commonly used by the council and their contribution to the customer satisfaction, assessed the extent to which complaints resolution approaches have enhanced the customer satisfaction and investigated the complaints resolution challenges facing the councilThe study used a descriptive research design, with customers and employees of Arusha City Council as the population. Respondents were chosen through simple random and purposive sampling. Data collection included self-administered questionnaires and interviews for primary data, supplemented by secondary data from scholarly articles. Descriptive analysis via SPSS version 26 was applied to quantitative data, and content analysis was used for qualitative data.The study revealed that the council promptly addresses and resolves customer complaints and effectively communicates with customers during the complaints resolution process to a moderate extent. The findings also unveiled that the dedication and commitment of the council in resolving complaints have significantly improved customer satisfaction, influencing how customers perceive the quality of services provided. Findings indicated that there lack of effective communication, struggle to take ownership and responsibility, lack of attentiveness and unresponsive and slowness are the complaints resolution challenges facing the council. The study advises the council to uphold effective complaints resolution for higher customer satisfaction. Future research should examine how cultural and demographic factors impact complaint resolution and customer satisfaction, offering insights into diverse expectations and experiences among different groups.