EXEMPLAR: [this is merely a guideline]:

Please note: The italicised words and the words within square brackets should NOT appear in the report – these are merely guidelines that you should have adhered to when formulating your report.

CUSTOMER COMPLAINTS REPORT: COFFEE BEAN CAFÉ PAVILION
24 August 2018

1 INTRODUCTION

[This section should introduce your report, directing the reader to the purpose of the report. It should therefore give a clear introduction to the customer’s complaint and the scenario that the complaint is based on. This section therefore provides the background of the complaint, the purpose of the complaint and the general scope of the complaint (du Plessis et al 2009:92).]

2 FINDINGS

[This section aims to stipulate the discoveries of the poor service as experienced by the customer. Findings are conducted during the course of an investigation into the problem being reported. As this is a specified scenario reflecting on poor service as experienced by a customer, details of the experience from the scenario will provide evidence for the findings].

For example:

2.1 Poor service was rendered to customers during their “brunch meeting”.
2.2 The meals ordered took longer than expected.
2.3 The waiters attending to the table did not explain the delay in delivering the meals and after taking the order, and did not provide sufficient attention to the customers.

Conclusion 3.1 MUST be linked to finding 2.1 and so on... – please see the first example for an idea of what is expected.

Title/heading
The title could be different, as long as it captures the main event and is relevant.

Short introduction – should be numbered as 1. Must be written as a paragraph. This is simply an example of an appropriate introduction. Students can present the content differently, as long as they include the main points.

Findings must be extracted from the scenario and should ideally present the positives and negative instances evident in the scenario.
3 CONCLUSIONS
[The conclusions should be drawn from this scenario and should follow directly from the findings described above - providing logical deductions based on the poor service in question].

For example:
3.1 Waiters are not trained in providing good customer service in the sense of ensuring that customers are made aware of any delays or circumstances affecting the restaurant at that particular time.
3.2 The meals took longer than expected because the kitchen is short staffed and unable to handle multiple orders simultaneously during busy periods.
3.3 The restaurant did not have a superior to manage the staff, hence the careless behaviour by the waiters and their giving of less attention to customers and customer needs.

4 RECOMMENDATIONS
[This section requires the student to make recommendations – suggestions about what action should be taken to rectify a problem or prevent it from occurring again. The recommendations had to be appropriate, relevant and feasible].

For example:
4.1 The restaurant management needs to provide appropriate training to staff to ensure customer satisfaction.
4.2 More staff need to be hired during busy periods.
4.3 There should be a floor manager to oversee matters and ensure that waiters maintain professional and pleasant behaviour at all times.