Students Relationship Management by entertaining their complaints

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Abstract—Students are the essential factor in the College. The college has to support the students' preferences and demands for creating the student's loyalty, which makes the student still loyal to the particular college. The student may feel dissatisfied with the service when he or she receives the delay of services and they do not know the channel for filing the complaint, and also the current complaint handling in the college is manual, students have to visit the faculty, department to make their complaints resolved. Therefore, we, developers of this project implemented the Complaint Management System (CMS) consisting of the web application, for solving the student's dissatisfaction issue. Furthermore, the CMS has the service for classifying the complaint, automatically direct to the responsible department, and finding a similar complaint to avoid submitting the duplicate complaint. The test result shows that this system can reduce the time and procedures for complaint handling, increase the channel for filing the complaint, and increase the channel for progress reporting and tracking the status of the complaint.

Keywords—Student complaint, complaint management, complaint handling, web application, classification, PHP.

I. INTRODUCTION

Student Relationship Management (SRM) is the business strategy for relationship management between the college and students, so the college/universities would learn the student information from using SRM, which is designed to maximize student satisfaction. The effectiveness of using SRM is student loyalty. According to the statistics of using SRM in colleges, the students are likely to spend 20-40% more the next time they make a mistake with a particular situation. Furthermore, the student service is also one of the SRM, which has the responsibility to take care of a student, listen to the student's opinion, and receive the student's complaint. Therefore, the organization can improve the quality of services they provide.

Student complaint handling becomes an important factor of the colleges/universities; thus, the organization should pay attention to the student complaint and solve problems as quickly, as possible. In contrast, the current complaint management system still is a manual process. The problems of complaint procedure as follows:

- Students do not know the channel for complaint.
- Colleges do not pay attention to the student's complaints
- Students have to visit different locations in the college to file their complaints.[1]

CMS is developed to handle the problems using the mobile application for students to submit the complaints and the web application for the organization to manipulate the complaints. Moreover, the back-end services provide the service for classifying the complaints to the proper department and the service for finding similar complaints to prevent duplicate complaints.[2]

The scope of CMS would focus on maintenance complaints. For example, classroom maintenance, lab maintenance, and restroom maintenance. The system is the prototype for applying to the Global Institute of Technology, GIT Jaipur before expanding to the entire campus and other organizations.[4]

II. RELATED WORK

All researchers have aimed to create and provide a generalized solution or monitor a College for automation of various tasks. They provided up to date information of the system which improved efficiency of college record management and decrease the space between student and college. The major contributions to this topic are summarized below:

S. Shivasubramanian, S. Sivasankaran ,and S. Thiru Nirai Senthi [3] proposed one of the first computational schemes An Mobile Application to Monitor Works at Remote Sites. This application provided a generalized solution to monitor the various works that were carried out by a construction company at different geological points. By using a Web Service the data was stored in the remote database. This mobile application requires General Packet Radio Service (GPRS) or Wi-Fi technology to reach the remote database. Using data in the remote database various reports were generated and projected as a MIS web application.

Sanjay T. Attendance [4] proposed attendance Management System to generate an android application to calculate the attendance of the students in colleges and updating the result directly into the college server. The data would be stored in the smart phone.

Despite the merits associated with student complaint management, several firms in INDIA do not pay attention to students' complaints hence, students are usually left alone to "lick their wounds". As a result of this, several firms in the country have lost their student's loyalty.

Coupled with the foregoing, the use of information technology to manage students' complaints in INDIA is at its infancy stage. The majority of the colleges/organizations in the country use archaic or primitive methods to manage students' complaints.

To enhance and prevent the primitive methods to manage students' complaints here the admin level DFD defines how complaints collate into the system to manage different department complaints.[5]

CRM in five aspects which include

- CRM as a process (engagement and relationship creation with the customers),
- CRM as a strategy (directing the company's investment towards valuable customers),
- CRM as a philosophy (a long and well-thought process that puts the customer at the center of the organization),
- CRM as an ability (using the available and presented information about the customer to custom the organizational behavior to meet the expected customer needs) and,
- CRM as a technology (integrating organizational systems to address customer needs.

As the findings in this paper will show, organizations/Institutions that are effectively utilizing CRM have everything to know about student mindsets and, therefore, the research will address this question: How can institutions manage the student relationship with organizations online better? What are the benefits and challenges?[6]

III. SYSTEM DESIGN & IMPLEMENTATION

System design is a phase after system analysis, which specifies the structure or blueprint of the proposed system in detail. After which the current system has been studied to discover flaws and demerits, the new system is analyzed and designed to provide answers to problems which current system could not solve or solve efficiently.
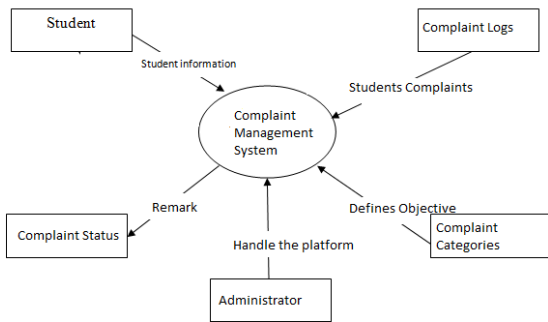
Level 0 DFD :
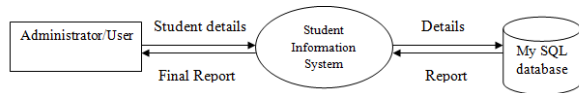
Level 1 DFD:

Fig.1 DFD Diagram

The design phase is very important because a majority of errors discovered during deployment and operation stages could be traced down to the system design.[7] System implementation discusses the achievements of milestones set out in the development of the Students Complaints Report System with a graphic picture of components and an explanation of how each component and page of the system works to perform system objectives as stated earlier.
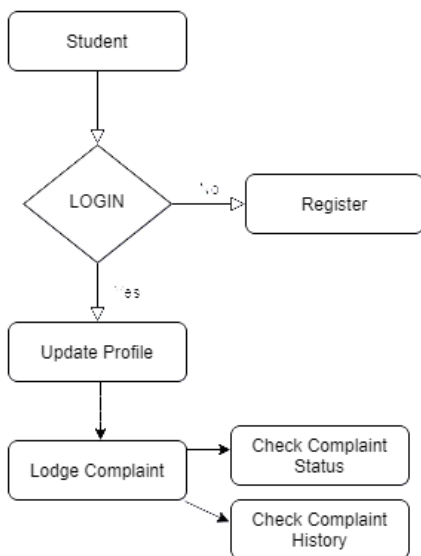

Fig. 2. Complaint Management Process

IV. METHODOLOGY

The methodology or design model to be used is Incremental Development; it is a development approach. The strata Sampling technique was adopted. A Structured Questionnaire was administered to respondents. The Complaint Portal was further developed using tools such as PHP, JavaScript, CSS, MySQL.

Complaint process

The complaint is a student's expression of dissatisfaction whether it be writing or speaking to the responsible person within the organization.

Student Complaint Management might affect the level of student satisfaction; therefore, each organization will have a process to handle complaints to maximize student satisfaction.

The complaint management process is a set of operations used to handle complaints in organizations to resolve problems.[8]

Home Screens: In this module, there are some pages-

● **Homepage:** When the user logs on to the online page, the landing page as shown in figure 2 gives a general description of what the Complaint System is all about.
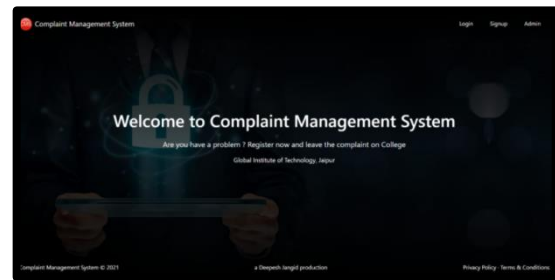

Fig.3 Homepage

● **Authentication Page**

On clicking the Complaint tab, the user is presented with a log-in or sign-up page for a verifiable username and the corresponding password. The user can be an end-user (student) or administrator (DBA).
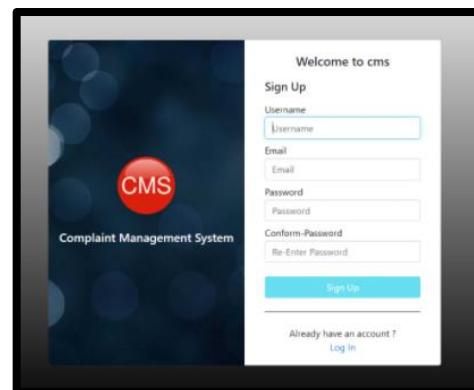

Fig.4 Authentication Page

● **Admin User/ Side-menu Options**

After log-in admin dashboard will have some analytics view and the menu options in the sidebar are shown in the figure.

● **Admin User/ Complaint Detail Page**

The complaint detail page will show the complaint details of the user/ students and the admin will be able to set status if he/she is processed the student complaint.[7]
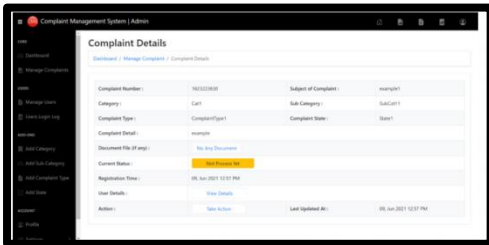

Fig.5 SideMenu/ComplaintDetail

● **User View/ DASHBOARD**

Upon a successful log-in, a dashboard is presented either for lodging of complaints by students or actions options to be taken on lodge complaints by the admin.
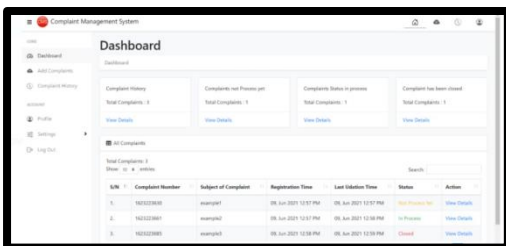

Fig.6 User Dashboard

V. RESULT

This section presents the results obtained in terms of designing online students' complaints. Specifically, the results are divided into several pages. This is conducted by PHP as a program language and MySQL as the database. The result of this research is an information system program. This information system program is used to determine Student Complaints in accepting them department-wise. This online student complaint will reduce the use of paper, time, and energy and will give ease to all the users inside an organization.

VI. FUTURE SCOPE & CONCLUSION

The Project has covered almost all the requirements. Further requirements and improvements can easily be done since the coding is mainly structured or modular. Improvements can be appended by changing the existing modules.

In this paper, we have presented a design of online students' complaints. By its implementation, we can find that it provides a powerful and flexible system that can be used anytime and anywhere by the students. It helps users of an organization to manage and accommodate the complaints fast and easy thus it can know the strengths and weaknesses of its body as an educational service organization then it can deliver a better solution to enhance its service. The prototype model helped us in designing this program by involving the inputs from the students. The result of practical application as a whole is this online complaint being able to give information easier, accurate, up to date faster than using the system. This research has limitations in data security. For into the organization's main system further research, the researcher suggests implementing the algorithm system authority and integrate into the organization's main system into the organization's main system to check it for end-user test cases and quality assurance.

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