

Identifying Customer Complaints

Identifying Customer Complaints – Structured Notes

1. Why Detecting Complaints Matters

Benefit	Impact
Early problem detection	Stops issues from escalating into churn
Product/service improvement	Direct feedback loop for design & operations
Brand reputation	Shows customers you listen and act
Revenue protection	Turns dissatisfied customers into loyal ones

2. Common Sources of Complaints

Channel	Typical Indicators	Example
Phone calls	Raised voice, repeated calls, “I’m not happy”	“I’ve called three times and the issue is still not fixed.”
Emails & web forms	Subject lines with “problem”, “issue”, “complaint”, “not satisfied”	“My order arrived damaged.”
Live chat	Use of negative adjectives, request for escalation	“This is unacceptable.”
Social media	Public posts, hashtags, tagging brand with negative sentiment	Tweet: “@Brand, my service stopped working!”
In-store / face-to-face	Body language (frowning, sighs), explicit statements	“I’m really disappointed with the product.”
Surveys & NPS	Low scores (0-6), open-ended comments with “bad”, “poor”	“The checkout process is confusing.”

3. Signals That an Interaction Is a Complaint

Signal Type	Description	How to Flag
Verbal cues	Words like <i>problem</i> , <i>issue</i> , <i>not working</i> , <i>disappointed</i> , <i>angry</i>	Keyword detection in transcripts

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Signal Type	Description	How to Flag
Emotional tone	Raised voice, sighs, abrupt responses	Sentiment analysis score < -0.3
Repetition	Same issue reported multiple times	Count of similar tickets per customer
Escalation request	Asking for a manager or higher level support	Tag "Escalation" in CRM
Negative sentiment	Overall negative polarity in text	Sentiment analysis < -0.5
Action-oriented language	"I want a refund", "Please fix this"	Action verb detection

4. Structured Process for Identification

1. **Capture** – Pull data from all channels into a central repository (CRM, ticketing system, social listening tool).
 2. **Normalize** – Convert formats (e.g., email → text, call transcript → text).
 3. **Preprocess** –
 - Remove stop words, normalize case.
 - Apply language detection (multi-language support).
 4. **Detect** –
 - **Keyword/phrase matching** (e.g., "complaint", "not happy").
 - **Machine learning classifier** (trained on labeled complaint vs. non-complaint data).
 - **Sentiment analysis** for low-score messages.
 5. **Validate** – Human-in-the-loop review for borderline cases (e.g., confidence 70-85%).
 6. **Tag & Route** – Assign a "Complaint" tag and forward to the appropriate team (support, product, compliance).
 7. **Log** – Store metadata: channel, timestamp, customer ID, severity, sentiment score.
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5. Key Metrics to Track

Metric	Definition	Why It Matters
Complaint Volume	Number of complaints per period	Trend detection
Complaint Rate	Complaints ÷ total interactions	Normalized health indicator
**First Contact		