EFFECTIVENESS OF PROFESSIONAL ETHICS TO REDUCE CUSTOMER GRIEVANCES: WITH SPECIAL REFERENCE TO PRIVATE SECTOR COMPANY IN COLOMBO DISTRICT, SRI LANKA

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Abstract: Due to the more and fiercer competition in today's business, many companies are required to use different strategies to keep customers with them. Therefore, identifying and encouraging the resolution of customer grievances has become a very important and challengeable concept for all organizations. Hence, in this case professional ethics are needed to maintain relationships between customers and employees. This study aims to identify the customer grievances at the workplace and usingprofessional ethicsstrategically. Two hundred customers were randomly taken as the sample of this research. Both primary and secondary data collection methods were used and questionnaires were referred to as primary data and magazines, books and web sites were used as secondary data. Data analysis has been done quantitatively.A significant finding of the study isthat most customers face several grievances. Such as compensation benefits, disciplinary procedures, financial grievances. Therefore grievance handling procedure should be handled very carefully.The best way to handle a grievance is to develop a work environment in which grievances do not occur in the first place and where one learns by past experiences. Hence, the organization should act proactively through dialogue processes, so that possible grievances are minimized and professional ethics will be maintained at a satisfactory level.

Keywords: Professional Ethics, Customer Grievances, Customers, Employees, Grievance Handling Procedure