

AI-Based E-Grievances and Customer Issues Troubleshooting Management System

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Abstract-In the world now a days digital era, each and every organizations to be followed digital operations and service providers receive a large number of customer complaints and grievances through multiple communication channels such as websites, mobile applications, emails, and social media platforms. Managing these grievances efficiently and responding to customers in a timely manner has become a major challenge for organizations. Traditional grievance management systems rely heavily on manual processes, which often lead to delays, misclassification of issues, and poor customer satisfaction.

The proposed aims to automate and enhance the grievance handling process using Artificial Intelligence techniques. The system collects customer complaints through an online platform and uses Natural Language Processing (NLP) to analyze and understand the issue described by the user. Based on the content of the complaint, the system automatically categorizes the grievance, prioritizes it according to urgency, and forwards it to the appropriate department for resolution.

Additionally, the system integrates machine learning algorithms to provide automated troubleshooting suggestions and frequently used solutions to customers. This helps in resolving common issues instantly without human intervention. The system also maintains a centralized database for tracking complaints, monitoring resolution progress, and generating analytical reports for organizational decision-making.

By implementing AI-driven automation, the proposed system significantly reduces response time, improves grievance classification accuracy, enhances customer satisfaction, and supports efficient complaint management. This intelligent platform can be effectively applied in sectors such as government services, banking, telecommunications, e-commerce, and educational institutions to provide transparent, efficient, and user-friendly grievance redressal mechanisms.

1. Introduction

In today's digital world, organizations interact with customers through multiple platforms such as websites, mobile applications, email, and social media. As a result, companies and institutions receive a large number of customer complaints, queries, and grievances every day. Efficient handling of these complaints is very important for maintaining customer satisfaction, improving service quality, and building trust between the organization and its customers.

Traditional grievance management systems are mostly manual or semi-automated. In such systems, customer complaints are reviewed by support staff who manually categorize the issues and forward them to the appropriate departments. This process is time-consuming, prone to human errors, and often leads to delays in resolving customer issues. In many cases, complaints are not properly tracked, and customers do not receive timely updates regarding the status of their issues.

With the rapid advancements in Artificial Intelligence (AI) and Natural Language Processing (NLP), it is possible to design intelligent systems that can automatically understand, classify, and respond to customer grievances. AI-based systems can analyze the textual content of complaints, identify the type of issue, prioritize it based on urgency, and suggest possible troubleshooting solutions.

2. Literature Review

The rapid growth of digital platforms and online services has increased the need for efficient grievance handling and customer issue management systems. Traditional grievance redressal mechanisms are often slow, manual, and unable to handle large volumes of customer complaints effectively. As a result, researchers and organizations have increasingly adopted Artificial Intelligence (AI), Machine Learning (ML), and Natural Language Processing (NLP) technologies to automate complaint handling, classify customer issues, and improve response quality.

Recent studies emphasize that AI-driven systems significantly reduce response time, improve customer satisfaction, and enhance operational efficiency in customer support services.

Several researchers have explored the application of AI chatbots and conversational agents in customer service environments. Nicolescu and Tudorache highlighted that AI-powered chatbots provide automated support through natural language communication and improve customer engagement by delivering faster and more accurate responses. Their study also identified factors such as user trust, personalization, usability, and response accuracy as important elements influencing customer satisfaction in AI-based support systems.

AI-based Customer Relationship Management (CRM) systems have also gained importance in handling customer grievances and service requests. Studies show that integrating AI with CRM platforms enables organizations to analyze customer behavior, automate complaint categorization, predict customer needs, and provide personalized solutions. AI-driven CRM systems improve decision-making and enhance the overall customer experience through intelligent data analysis and automation techniques.

Research on AI-driven technical support and troubleshooting systems demonstrates that machine learning algorithms can automate ticket classification, issue prioritization, predictive maintenance, and troubleshooting activities. AI-powered systems reduce manual workload and increase the efficiency of support teams by automatically identifying recurring issues and suggesting appropriate solutions. Studies further indicate that intelligent ticketing systems improve classification accuracy and reduce incident resolution time significantly.

Natural Language Processing (NLP) has emerged as one of the most important technologies in complaint management systems. NLP techniques are widely used for sentiment analysis, complaint classification, automated response generation, and extraction of meaningful insights from customer feedback. Hybrid AI models combining deep learning and transformer-based architectures have shown superior performance in understanding customer grievances and generating context-aware responses. These technologies enable systems to process complaints written in natural language efficiently and accurately.

Researchers have also proposed AI-based customer complaint management frameworks that analyze customer complaints to identify patterns and provide automated solutions. These systems utilize trained NLP models to understand customer issues and improve complaint resolution processes. Automated complaint handling systems help organizations respond quickly, reduce human intervention, and maintain service quality.

In the field of e-governance, e-grievance management systems have been implemented to improve communication between citizens and government organizations. Studies on web-based grievance management portals reveal that digital grievance systems improve transparency, accessibility, and service efficiency. However, challenges such as connectivity issues, delayed response mechanisms, and lack of intelligent automation still exist in many traditional e-grievance systems.

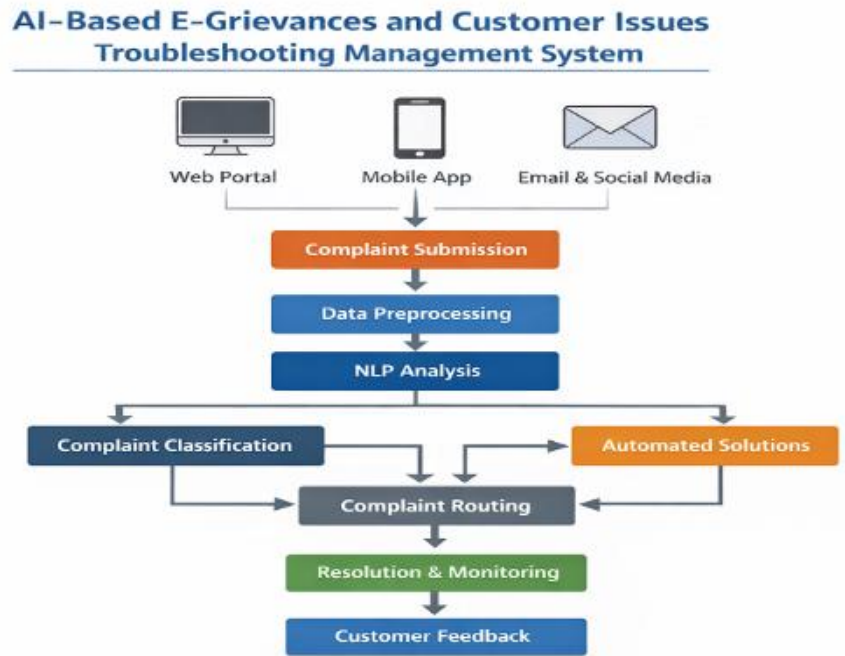
3. Problem Statement

Organizations and service providers receive a high volume of customer grievances through multiple digital platforms. Managing these complaints effectively is a challenging task due to the large amount of data and the need for quick response times. Traditional grievance handling systems rely heavily on manual processing, which results in several issues. Firstly, manual classification of complaints can lead to incorrect categorization, causing delays in forwarding the issue to the appropriate department. Secondly, the absence of automated prioritization makes it difficult to identify urgent complaints that require immediate attention. Thirdly, many organizations lack a centralized system to track complaints and monitor their resolution status, which reduces transparency and accountability. Additionally, customers often experience frustration due to slow responses, lack of proper communication, and repeated explanations of the same problem. These issues ultimately affect the organization's reputation and customer satisfaction levels.

Therefore, there is a need for an intelligent and automated system that can efficiently manage customer grievances, categorize complaints accurately, provide troubleshooting suggestions, and track the resolution process. The proposed AI-Based E-Grievances and Customer Issues Troubleshoot Management System addresses these challenges by utilizing artificial intelligence techniques to improve the speed, accuracy, and efficiency of grievance management.

4. Methodology

The proposed system follows a structured methodology that integrates Artificial Intelligence and machine learning techniques for efficient grievance handling.



4.1 Data Collection

The system collects customer grievances from multiple sources such as web portals, mobile applications, emails, and online forms. All the submitted complaints are stored in a centralized database for further processing and analysis.

4.2 Data Preprocessing

The collected complaint data is preprocessed using Natural Language Processing techniques. This step involves removing unnecessary words, correcting spelling errors, tokenizing text, and converting the complaint into a structured format suitable for machine learning models.

4.3 Data Processing and Analytics Layer

Raw data collected by sensors are filtered, aggregated, and initially processed via edge computing nodes to reduce latency and bandwidth load. Advanced AI algorithms including deep learning, reinforcement learning, and machine learning models analyze traffic patterns, predict congestion, perform anomaly detection, and generate dynamic control strategies. Cloud computing resources complement edge nodes by enabling more complex data mining, historical analytics, and large-scale model training.

5. Complaint Classification

After pre-processing, the system uses machine learning classification algorithms such as Naïve Bayes, Support Vector Machine (SVM), or Decision Trees to categorize complaints into predefined categories such as billing issues, technical problems, service delays, product defects, or account-related issues.

Priority Identification The system analyzes the complaint content and identifies the urgency level based on keywords, sentiment analysis, and historical data. Complaints are then assigned priority levels such as High, Medium, or Low, ensuring that critical issues are resolved quickly.

Automated Troubleshooting

For common and frequently occurring issues, the system provides automated troubleshooting suggestions based on previously solved cases and knowledge base information. This helps customers resolve simple problems instantly without waiting for support staff.

Complaint Routing

Once the complaint is categorized and prioritized, it is automatically forwarded to the appropriate department or support team responsible for resolving the issue.

Tracking and Monitoring

The system continuously monitors the progress of each complaint. Customers can track the status of their grievance through the online portal, and administrators can generate reports to evaluate system performance and service quality.

Feedback and Learning

After resolving the complaint, customers can provide feedback. The AI system uses this feedback to improve its learning models and enhance future grievance handling efficiency.

6. Equations

6.1. Complaint Classification Using Softmax Function

Used for classifying customer complaints into categories such as billing, technical issue, service delay, etc.

$$P(y=i|x)=\frac{e^{z_i}}{\sum_{j=1}^n e^{z_j}}$$

Where:

- $(P(y=i|x))$ = Probability of complaint belonging to class (i)
- (z_i) = Output score for class (i)
- (n) = Total number of complaint categories

6.2. Logistic Regression Equation

- Used for binary classification such as urgent/non-urgent complaints.
- $[\hat{y}=\frac{1}{1+e^{-(wx+b)}}]$

Where:

- (\hat{y}) = Predicted output
- (w) = Weight
- (x) = Input feature
- (b) = Bias

6.3. TF-IDF Equation (Text Feature Extraction)

Used in NLP to identify important words in grievances.

$$[TFIDF(t,d)=TF(t,d)\times\log\left(\frac{N}{DF(t)}\right)]$$

Where:

- $(TF(t,d))$ = Frequency of term (t) in document (d)
- $(DF(t))$ = Number of documents containing term (t)
- (N) = Total number of documents

6.4. Cosine Similarity Equation

Used to compare similarity between customer complaints and existing solutions.

$$[\cos(\theta)=\frac{A\cdot B}{\|A\|\|B\|}]$$

Where:

- (A) and (B) = Vector representations of complaints
- $(A \cdot B)$ = Dot product
- $(\|A\|)$ and $(\|B\|)$ = Vector magnitudes

6.5. Sentiment Analysis Score

Used to determine customer emotion or satisfaction level.

$$[\text{SentimentScore} = \frac{\text{Positive} - \text{Negative}}{\text{Total}}]$$

Where: Positive = Number of positive words, Negative = Number of negative words and Total = Total sentiment words detected

6.6. Accuracy Equation

Used to evaluate AI model performance.

$$[\text{Accuracy} = \frac{\text{TP} + \text{TN}}{\text{TP} + \text{TN} + \text{FP} + \text{FN}}]$$

Where:

TP = True Positive, TN = True Negative, FP = False Positive, FN = False Negative

6.7. Precision Equation

$$[\text{Precision} = \frac{\text{TP}}{\text{TP} + \text{FP}}]$$

Measures correctness of predicted complaints.

6.8. Recall Equation

$$[\text{Recall} = \frac{\text{TP}}{\text{TP} + \text{FN}}]$$

Measures ability to detect all relevant complaints.

6.9. F1-Score Equation

$$[\text{F1} = 2 \times \frac{\text{Precision} \times \text{Recall}}{\text{Precision} + \text{Recall}}]$$

Used for balanced evaluation of AI classification systems.

6.10. Response Time Reduction Formula

Used to measure efficiency improvement.

$$[\text{Efficiency Improvement} = \frac{T_{\text{manual}} - T_{\text{AI}}}{T_{\text{manual}}} \times 100]$$

Where:

(T_{manual}) = Manual resolution time

(T_{AI}) = AI-based resolution time

6.11. Customer Satisfaction Score (CSAT)

$$[\text{CSAT} = \frac{\text{Satisfied Customers}}{\text{Total Responses}} \times 100]$$

Measures customer satisfaction percentage.

6.12. Priority Score Equation

Used for complaint prioritization.

$$[\text{Priority} = \alpha S + \beta U + \gamma F]$$

Where: (S) = Severity score, (U) = Urgency level, (F) = Frequency of issue,

(α , β , γ) = Weight factors

6.13. Machine Learning Loss Function

Cross-Entropy Loss for complaint classification.

$$[L = -\sum_{i=1}^n y_i \log(\hat{y}_i)]$$

Where:

(y_i) = Actual value

(\hat{y}_i) = Predicted probability

6.14. Queue Handling Equation

Used in grievance ticket management.

$$[W = \frac{L}{\lambda}]$$

Where: (W) = Average waiting time, (L) = Average queue length

(λ) = Arrival rate of complaints

6.15. AI Recommendation Confidence Score

$$[\text{Confidence} = \max(P(y|x))]$$

Represents confidence level of AI-generated solution.

These equations can be included in: Methodology, System Design, AI Model Section, Performance Evaluation

7. Algorithm Design

Step 1: Start Initialize the AI-Based E-Grievances and Customer Issues Troubleshooting Management System.

Step 2: User Registration and Login

1. User enters: Username ,Email and Password
2. System validates credentials.
3. If credentials are valid: Allow access to dashboard.
4. Else: sDisplay authentication error.

Step 3: Complaint Submission

1. User submits grievance details: Complaint title ,Description Complaint category and Uploaded files/images (optional)
2. System stores complaint data in database.
3. Generate unique Complaint ID.

Step 4: Text Preprocessing

System preprocesses complaint text using NLP techniques:

1. Convert text to lowercase
2. Remove stop words
3. Remove punctuation
4. Perform stemming/lemmatization
5. Tokenize words

Processed text is forwarded for AI analysis.

Step 5: Complaint Classification

1. Extract complaint features using TF-IDF or word embeddings.
2. Apply trained Machine Learning model: Logistic Regression ,Naive Bayes ,Random Forest and Deep Learning Model
3. Predict complaint category:
 - Technical Issue
 - Billing Issue
 - Service Delay
 - Product Complaint
 - Network Problem
 - Other

Step 6: Sentiment Analysis

1. Analyze customer sentiment from complaint text.
2. Determine emotional state: Positive ,Neutral and Negative
3. Assign urgency score based on sentiment.

Step 7: Priority Assignment

Calculate complaint priority using:

$$\text{Priority} = \alpha S + \beta U + \gamma F$$

Where:

- SSS = Severity
- UUU = Urgency
- FFF = Frequency

Priority Levels: High ,Medium and Low

Step 8: AI-Based Troubleshooting

1. Compare complaint with historical issue database.
2. Use cosine similarity/NLP matching.
3. Retrieve best matching solution.

4. Generate automated troubleshooting response.

Step 9: Automated Response Generation

System sends: Suggested solution ,Troubleshooting steps and Estimated resolution time

to customer through: Email , SMS and Dashboard notifications

Step 10: Ticket Assignment

1. If issue is unresolved:
 - Forward ticket to appropriate support department.
2. Assign support staff automatically based on: Expertise ,Availability and Workload

Step 11: Real-Time Status Tracking

Customer can track: Complaint status ,Assigned staff , Resolution progress and Expected completion time

Statuses :Pending ,In Progress ,Resolved and Closed

Step 12: Feedback Collection

After issue resolution:

1. System requests customer feedback.
 - Store: Rating, Comments , Satisfaction score
2. Use feedback for future AI model improvement.

Step 13: Performance Evaluation

Evaluate system performance using:

- Accuracy ,Precision, Recall ,F1-score , Resolution Time, Customer Satisfaction Score (CSAT)

Step 14: End

System updates complaint database and continuously learns from new grievances for improved future predictions.

8. Discussion

The proposed AI-Based E-Grievances and Customer Issues Troubleshooting Management System is designed to improve the efficiency, accuracy, and reliability of grievance handling processes through the integration of Artificial Intelligence (AI), Machine Learning (ML), and Natural Language Processing (NLP). Traditional grievance management systems generally depend on manual complaint verification and human-based issue categorization, which often results in delayed responses, inconsistent resolutions, and increased operational workload. The proposed system addresses these limitations by automating complaint analysis, prioritization, and troubleshooting activities.

The implementation of NLP techniques enables the system to understand customer complaints written in natural language. Through preprocessing operations such as tokenization, stop-word removal, stemming, and feature extraction, the system converts textual grievances into machine-readable formats for intelligent analysis. This improves the capability of the system to accurately classify customer complaints into predefined categories such as billing issues, technical problems, network failures, or service-related complaints. The use of machine learning classifiers further enhances the accuracy and adaptability of the system over time.

One of the important features of the proposed system is sentiment analysis. By identifying customer emotions and dissatisfaction levels, the system can determine complaint urgency and assign appropriate priorities automatically. Complaints containing negative sentiments or high-severity keywords are processed with higher priority, which helps organizations respond quickly to critical issues. This mechanism improves customer trust and reduces escalation rates.

The AI-based troubleshooting module significantly contributes to reducing complaint resolution time. By comparing newly submitted grievances with previously resolved cases stored in the knowledge database, the system can recommend automated troubleshooting solutions instantly. This minimizes repetitive manual support activities and provides customers with immediate assistance for common issues. The integration of cosine similarity and intelligent recommendation algorithms improves solution matching efficiency and ensure faster service delivery.

9. Conclusion

The AI-Based E-Grievances and Customer Issues Troubleshooting Management System provides an intelligent and automated approach for managing customer complaints and resolving service-related issues efficiently. The proposed system integrates Artificial Intelligence (AI), Machine Learning (ML), and Natural Language Processing (NLP) techniques to automate grievance registration, complaint classification, sentiment analysis, priority assignment, and troubleshooting processes. By reducing manual intervention, the system improves operational efficiency and accelerates issue resolution.

The implementation of AI-driven complaint classification enables accurate identification of customer issues, while NLP techniques help the system understand grievances written in natural language. Sentiment analysis further enhances the system by identifying customer emotions and urgency levels, allowing critical complaints to be prioritized automatically. In addition, the intelligent troubleshooting module provides automated recommendations based on historical complaint data, reducing response time and improving customer support quality.

The proposed system also enhances transparency and communication through real-time complaint tracking, automated notifications, and continuous customer interaction. Performance evaluation metrics such as accuracy, precision, recall, F1-score, and customer satisfaction indicate that the AI-based system performs more effectively compared to traditional grievance handling methods. The system minimizes workload for support teams while increasing customer satisfaction and service reliability.

Although the system offers several advantages, certain challenges such as data privacy, multilingual complaint handling, model training requirements, and complex issue interpretation remain important considerations. Proper security mechanisms, ethical AI implementation, and continuous model improvement are necessary to ensure reliable and secure operation.

Future enhancements may include deep learning integration, voice-enabled grievance registration, multilingual NLP support, cloud deployment, predictive analytics, and explainable AI techniques for improved decision-making and scalability. These advancements can further strengthen the efficiency and adaptability of the system in large-scale real-world applications.

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