

LITERATURE SURVEY

S NO	TITLE	AUTHORS	ABSTRACT	DRAWBACKS
1	Customer Relationship Management (CRM)	Anggraini Naya Parahita Anggraini Naya Parahita Didy Nurchahyo	Customer Relationship Management (CRM) system implementation is a complex exercise in organizational transformation. Although companies spend a fortune on CRM packages and the implementation process, they still face various problems. This paper explains the CRM implementation process in a tower provider company, including identifying issues, implementation phases, and the business process based on Enhanced Telecom Operations Maps (e-TOM) framework. An in-depth single case study was conducted to analyze which critical success factors (CSF) are necessary. The results from the case study suggest that people, technology, and processes are the essential perspectives of CRM implementation. These perspectives are detailed into eight CSFs. The findings also recommend emphasizing CRM implementation as a business solution, not only an IT solution. The implementation process and the CSFs guide practitioners to plan and monitor CRM implementation and for researchers as a foundation for future research.	A lack of commitment or resistance to cultural change from people within the company can cause major difficulties with the CRM implementation.
2	Customer Care Management (CCM)	Muhammed Kamrul Hossain Azmat Ullah Sheik Mohammed Imran	This paper proposes an automated customer care management system (CCM) to help maintain a good relation with customers. CRM can help any organization to survive and grow in a competitive market. It helps to know and treat each customer uniquely and effectively, resulting in a long-term fruitful relation with customer. This requires knowing the preferences of the individual customer. Making a successful CRM is very challenging as information about customer's preferences and behavior often difficult to obtain. In this paper we implemented a CRM system that can automatically communicate with present and future customers based on the information it has in its database. Making a database with the latest information about customer's trends and choice is crucial. This includes collecting data from various sources and then analyzing the data. Using modern computing techniques like data mining and web	To secure buy-in and make CRM work, all the relevant people in your business must know what information you need and how to use it. Make sure to communicate integration needs in advance if other teams need to cooperate on the implementation, eg payroll staff.

			analytics, customer's likes, preferences, behavior can be discovered. This information can be used to effectively communicate with the customers and it can help management decision making. The methodology was implemented in this CRM system and found that it was very helpful in maintaining a good customer relation.	
3	Customer Relationship Management (CRM)	V Kumar Werner Reinartz	CRM is short for customer relationship management. The ideas behind customer relationship management are by no means new. Today it's widely acknowledged that how you understand and treat your customers, goes a long way to determining your future success and profitability, and companies are making bigger and bigger investments to do just that. The concepts of customer relationship management have been in the air ever since people started exchanging things, but CRM as a term came into existence in the mid-1990s. Companies are already pouring billions of dollars into CRM solutions—software and services designed to help businesses more effectively, manage customer relationships through any direct or indirect channel a customer might use. That's why, the market for CRM technology is exploding. Obviously the most common question asked here is “What is CRM?” Probably because if you ask three managers, you’ll get five different answers. In brief, CRM is the total process of: • getting customers, • keeping customers • maximizing customer profitability, behavior and satisfaction. Since “the customer is always right” calls between the client and the employee, in Customer Care department, must be recorded in order to analyze the voice, to keep control on Customer-Employee relation.	One of the greatest challenges to CRM implementation is cost.
4	Online Customer Care Service Center	Respatia Shafarina Andre Parvian Aristio	The main objective of this Online Customer Care and Service Center software is to develop an information system to store, maintain, update and process data relating to the shop. It will prepare various reports to aid in smooth and speedy functioning of ‘Service Center’ activities. Below are the objectives and goals of this project/software.	Premium upgrades, eg add-on marketing or reporting features.

5	Customer Relationship Management	Tushar Shevak H Mohit Bhendakhar	CRM (customer relationship management) is an information industry term for methodologies, software, and usually Internet capabilities that help an enterprise manage customer relationships in an organized way. For example, an enterprise might build a database about its customers that described relationships in sufficient detail so that management, salespeople, people providing service, and perhaps the customer directly could access information, match customer needs with product plans and offerings, remind customers of service requirements, know what other products a customer had purchased, and so forth. The essence of the information technology revolution and, in particular, the World Wide Web is the opportunity to build better relationships with customers than has been previously possible in the offline world.	<ul style="list-style-type: none"> • IT resources needed • hardware or software requirement • staff training and upskilling
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