IDEATION PHASE

LITERATURE SURVEY

Date	14 October 2022
Team ID	PNT2022TMID48083
Project Name	Project - Customer Care Registry

S.NO	Author	Title	Publish Date	Findings
1	Olutayo Boyinbode , Akure	E- Customer Care Service System for Benin Electricity Distribution Company	April 2015	Face to face customer contact is time consuming, since the consumers have to be physically present for both parties to meet before solution can be proffered. Telephone communication with BEDC enables the customers to call and make enquiries and receive responses about information or services required. The BEDC existing customer service system is saddled with limitations such as poor customer services and relations, high response time. This paper aims to eliminate these weaknesses by automating the process through an e-Customer Care Service System by which customer makes an enquiries and complaints on the services delivered by the company.

S.NO	Author	Title	Publish Date	Findings
2	D Riananingrum, R R S Hari, F Nursaori and WA Astuti	Integrated Information System for Customer Care	January 2021	The application of customer Facing and Ecosystem Facing is implied as computerization of customer data. The goal is to understand customers' needs and expectations to establish good relationships with customers. This study aims to determine Customer Facing and Ecosystem Facing services in the digital transformation business. The research method used a descriptive research method with a qualitative approach. Customer Facing and Ecosystem Facing is a technology that can increase the production process for business.

S.NO	Author	Title	Publish Date	Findings
3	Khalid Rababah, Haslina Mohd, and Huda Ibrahim	Customer Relationship Management (CRM) Processes from Theory to Practice: The Pre-implementation Plan of CRM System	April 2011	This paper provides an extensive review of the literature regarding the CRM processes. This review aims to increase the understanding of the different perspectives and the various types and levels of CRM processes. This paper reveals that there are four major perspectives of CRM processes which are customer facing level processes, customer oriented processes, cross functional CRM processes, and CRM macro-level processes.

S.NO	Author	Title	Publish Date	Findings
4	Mutegyeki, Walter	A mobile based customer communication management tool to improve customer care services in micro finance institutions	May 2016	This report document describes project design and development of a digital customer care communication solution that encompasses all major communication channels that will enable microfinance bank customers to conveniently communicate with their banks and also enable banks to manage and evaluate customer care and service delivery. The project followed a software development process that included software requirements specifications and requirements engineering, software design and development, verification & validation which constituted of dynamic testing of each individual core modules.

S.NO	Author	Title	Publish Date	Findings
5	Zain Raza, Syed M. Raza, Hamid Ahmed, Faizan Faisal, Malik	Customer Care Application	April 2016	This project, Customer Care Application includes a Desktop based Admin Panel, a Web application and an Android Application that help people in a number of complaint related tasks like submitting their product complaints, checking a complaint status and status of warranty online with ease.

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6	Simone di Castri, Matt Grasser and Arend Kulenkampff	A Chatbot Application and Complaints Management System for the Bangko Sentral ng Pilipinas (BSP). R2A Project Retrospective and Lessons Learned	June 2020	The consumer complaints system at the Bangko Sentral ng Pilipinas (the Philippines Central Bank, hereafter BSP) was limited by outdated communication channels, an incomplete database of customer complaints, reliance on manual processing, few analytics tools, low visibility outside of the Metro Manila area, and little consideration for the customer experience. This was leaving BSP staff overburdened. BSP requested a solution from the RegTech for Regulators (R2A) to protect financial consumers' interests, empower financial consumers, and facilitate the development and enforcement of a client-focused financial sector. Working with R2A and Sinitic, the BSP rolled out a chatbot solution that allows Filipinos to file complaints through their mobile handsets via an app or via SMS, as well as as a processing utility to generates insights from all complaints that BSP receives.

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7	Tag-Eldeen.A	Assessing the impact of complaints management system in hospitality organizations in Egypt: a customer-organization perspective.	March 2018	The objectives of this research are to investigate the concept of complaints management, its significance, and to address the different approaches of implementing and dealing with the concept in hospitality operations in Egypt. The interviewed participants included operational customer service managers from a purposive sample of hotel companies operating in Egypt. The outcomes of this research emphasize the significance of attaining a proper complaints management system in hotel operations, point up the different stages of complaints process and scrutinize the customer-organization relationship. Finally, it encourages hospitality professionals to foster their vision and strategies as regard the development of complaints management system that supports and enhances their operational quality, and customers' and employees' retention schemes.

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8	Pattamaporn Kormpho,Panida Liawsomboon, Narut Phogoen, Siripen Pongpaichet	Smart Complaint Management System	July 2018	The developers of this project implemented the Smart Complaint Management System (SCMS) consisting of the mobile application, chatbot and web application, for solving the customer's dissatisfaction issue. Furthermore, the SCMS has the service for classifying the complaint, then automatically direct to the responsible department, and the service for finding the similar complaint to avoid submitting the duplicate complaint. The test result shows that this system is able to 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.

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9	Esraa A. Afify, Mona A. Kadry	Electronic-Customer Complaint Management System (E-CCMS)	August 2019	Customer Complaints are considered vital and significant information that can be utilized to attain customers' satisfaction. Consequently, establishing a complaint handling system is essential towards addressing customer dissatisfaction and preventing similar problems from reoccurring. The main objective of this paper is to investigate the degree of association between customers' complaint behaviors and their complaints about the goods or services they get. Therefore, the paper proposes a generic approach for the Customer Complaint Management System that can be effective in reducing customers' complaints through urging customers to participate in controlling the quality of the services or goods offered to them. The "Service" has been used to connect different databases from different platforms to retrieve certain data.

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10	Amy J. C. Trappey , Ching-Hung Lee, Wen-Pin Chen, Charles V. Trappey	A framework of customer Complaint handling system	July 2010	Customers have strong demands for quick responses to their complaints nowadays. This paper overcomes the deficient approach of current (as-is) complaint handling through process reengineering. In this study, a (to-be) framework of complaint handling system is analyzed and developed for a Japanese restaurant chain. The operations between the headquarter and branches are studied to show the benefits of proposed complaint handling process. In the first phase of the study, the as-is complaint reporting process is depicted. In the second phase, the to-be complaint handling model and its process are defined using a formal integrated process modeling (INCOME) approach. The new framework includes complaint reporting, compensation diagnosis, and complaint analysis. Furthermore, this paper also discusses the decision supports of complaint resolution automatically by the system and its benefit comparing to the current practices.

S.NO	Author	Title	Publish Date	Findings
11	Gnana Sunny Antony	Automation to Handle Customer Complaints in Banks Using BPM Too	August 2016	This project was focused on developing a new customer centric application for automating Complaints mechanism throughout all platform. This project involved developing and testing the new application and focusing on being customer centric and to beat the growing demand of banking market.

S.NO	Author	Title	Publish Date	Findings
12	Chong Un Pyon, Ji Young Woo, Sang Chan Park	Service improvement by business process management using customer complaints in financial service industry	April 2011	In financial service industry, service improvement should be considered from process viewpoint and customer viewpoint because the value creation is ultimately linked with internal business processes on the back office and customers are involved as a co-producer of value. In this perspective, customer complaints through call centers are adequate to support the analysis for service improvement in financial service industry. In this study, we propose a web-based decision support system for business process management employing customer complaints, namely Voice of the Customer (VOC), and its handling data for service improvement. It involves VOC conversion for data enrichment and includes analysis of summarization, exception and comparison. The proposed system is evaluated on a major credit card company in South Korea.

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13	Safdar Ijaz, Rohail Qayyum , Safi Ur Rehman	Online complaint management system	June 2016	This management system is a web based project which is developed in PHP. It is used to manage the customer's complains online. In this OCMS user can login himself and also can create complains and user can also view complain details and can check out the status of his/her complains. In this system there are totally three modules, one admin module and one for engineer and third module for customers. Because to handle complains manually is very difficult and time consuming process. So according to this situation we are trying an online system which is less time consuming and easy to use and also very efficient and secure. This system has three modules. Where customers can create complains and admin have to assign those complains to the engineers. And after solving those complains engineers notify that with their current status that whether they resolve the issue or not. In this way they all remain up to date with the system.

S.NO	Author	Title	Publish Date	Findings
14	Samuel Afriyie, Prince Donkor, Wilson Kwaku Nimsah, Benjamin Adjei Danquah	Customer Complaints Management Practices on Service Performance of the Public Sector in Ghana	February 2016	This study examines the impact of customer complaints management practices on satisfaction with service performance. Majority of the customers in the urban areas with direct access to pipe borne water from Ghana water company limited (GWCL) are concerned with the reliability and quality of the water supply. The inability of GWCL management to manage these concerns led to the reduction of revenue mobilization at GWCL. A survey was conducted and in all, four hundred and three (403) respondents were surveyed through questionnaires and interviewed for the study. The data collected was analyzed using frequencies and percentages with the use of SPSS 16.0.The study revealed that GWCL has a customer complaints managements practices stipulated by Public Utility Regulation Commission (PURC), of which the management staff of GWCL was oblivious of these standard set by PURC, led to many lapses in the management of customer complaints.

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15	Carlos A. Riesenberger and Sérgio D. Sousa	The 8D Methodology: An Effective Way to Reduce Recurrence of Customer Complaints	July 2010	An investigation was made to identify the variables influencing the customer complaints management process throughout a case study in the automotive industry. The process follows the 8D methodology to satisfy customer complaints; i.e. to solve problems, reduce the overall costs of quality and to improve customer satisfaction. This work also describes the improvement in the customer complaints process achieved by an effective use of the 8D methodology.