

A LITERATURE SURVEY OF *CUSTOMER CARE REGISTRY*

CLOUD COMPUTING BASED CUSTOMER CARE REGISTRY

INFORMATION GATHERING

An online comprehensive Customer Care Registry is to manage customer interaction and complaints with service providers over phone or through an e-mail. The system should have capability to integrate with any service provider from any domain or industry like **Banking, Telecom(Online shopping), Insurance**, etc.,.

Customer Care is also known as **Client Service** is the provision of service to customers its significance varies by product, industry and domain. In many cases customer care services is more important if the purchase relates to a service as opposed to a product.

Customer Care Registry may be provided by a Person or Sales & Services Representatives Customer Care Registry is normally an integral part of a company's customer value proposition.

MERITS:

- ✉ Add a professional touch to your customer service using email signatures
- ✉ Assist customers in real-time when they are shopping and increase sales
- ✉ Be available to customers even when your team is offline
- ✉ Deliver a personalized experience to each customer
- ✉ Create a multilingual knowledge base to cater to customers from different parts of the world

I. LITERATURE REVIEW

The literature review is carried out to identify factor of customer satisfaction in construction firms. This is the various research review regarding factors of customer service satisfaction in construction works.

Mona N. Shah, Vineet Raitani, Aditya Oza and Kunal Gupta(2017) "Customer Satisfaction Study Of The Mumbai Metro Service". In this study they investigated about the service quality of the metro service based on the performance leading to customer satisfaction.

Customer satisfaction has become one of the key issues for companies in their efforts to improve quality in the competitive marketplace. It can be seen as either a goal of or a measurement tool in the development of construction quality.

Customers want all utility and service and quality from the beginning till the end of the project. It should present a good appearance. Customer need good climate and its effect, customer needs their requirements. Customer also reflected on cost.

II. METHODOLOGY

The methodology of this study is based on comprehensive literature review of performance measurements for client and customer whereby the data were analyzed, using the metrics which the additive number of each customer and client-satisfaction criteria are occurring in previous study.

From the metric analysis, the common factors for customer and client satisfaction were ranked. From the analysis of this paper, it can be concluded that expectation and perception are the two common critical satisfaction criteria for client and customer that must be considered where the satisfaction is required.

REFERENCE:

- Marketing Management by Philip Kotler
- Customer Satisfaction Theory by Helsen
- Customer Relationship Management by V Kumar, Werner Reinartz
- Mona N. Shah, Vineet Raitani, Aditya Oza and Kunal Gupta (2017) "Customer Satisfaction Study Of The Mumbai Metro Service". NICMAR-Journal of construction management Vol. XXXII, No. 2, pp.30-42.
- Pooria Rashvand and Muhd Zaimi Abd Majid (2014) "Critical Criteria on Client and Customer Satisfaction for the Issue of Performance Measurement". Journal of Management in Engineering, Vol. 30, No. 1, January 1, 2014. ASCE, pp.10-18.