Title : Information Systems Research

Author :Reza Mousavi, Monica Johar, Vijay S. Mookerjee

ABSTRACT

The aim to identify factors and external events that can influence the effectiveness of customer care. To understand the antecedents of digital customer care. In recent years, managing customer sentiment—particularly on social media— has become crucial as more customers use social media to seek help from firms.. This diffusion process is influenced (or controlled) by the firm through the strategy employed to respond to customer tweets. We then use real data consisting of sentiments expressed by customers directed at Twitter's service accounts of four major U.S. telecommunication-service providers (AT&T, Verizon, Sprint, and T-Mobile) to estimate the parameters in our analytical model and shed several insights into digital customer care in this industry. Therefore, we strive to determine an optimal strategy to manage customer sentiment on social media sites such as Twitter. we find a clear separation among the firms in terms of digital customer care effectiveness. The quality of digital customer care that customers expect varies across firms: Customers of higher priced firms (e.g., Verizon and AT&T) expect better customer care. Seemingly unrelated events (such as signing an exclusive contract with a celebrity) can impact digital customer care.

Title :Online Helpdesk Support System for Handling Complaints and Service

Author :Cadelina Cassandra, Sugiarto Hartono, Marisa Karsen

ABSTRACT

For a service company, helpdesk or customer service is very important part of their company. Good customer support and services will help company to sustain and maintain the customer. . Nowadays, customers are getting used to use application during the development of technology, internet, and application. It is very important for service company to also take part in developing a good helpdesk system. The good service will improve the service quality which are impacted to the loyalty of customers. the main problem faced by one of the private delivery services company located in Jakarta, Indonesia. Data collection through study literature review and interview session to obtain requirements. The discussed about designed and developed online helpdesk system to support customer service system related to the customer satisfaction, complaint, and solve problems by them self.

Title :Intelligent decision making and planning for call center

Author :Owais Rashid, Ali Mustafa Qamar, Sharifullah Khan

ABSTRACT

The call centers could be broadly categorized in two types: Inbound and Outbound. In an Inbound call center, the focus is always on multiple factors, such as customer satisfaction and customer retention. However, in outbound call centers, the only focus is on revenue generation by making sales and conducting successful surveys. The main challenge in all outbound call centers is to increase the revenue without increasing the expenses. Several intelligent systems have been developed for inbound call centers, which operate based on the history of their customers, maintained in their data repository. It has been observed that such systems lack a thorough analysis of the dialing data. The management of the call centers has used various techniques to make their Customer Service Representatives (CSRs) perfect sellers.

Title :Personalized Digital Customer Services for Consumer Banking Call Centre using Neural Networks

Author :Xuejie Zhang, Samarth Agarwal, Ruth Choy, Kay Jan Wong, Lecia Lim, Ying Yang Lee, John Jianan Lu

ABSTRACT

Many banks and financial service companies have been transforming the way to run their businesses and serve customers. we present a use case for digitizing customer journeys in the area of consumer banking call centre. The main objective is to provide personalized customer service experience through an integrated solution for call centre, including the Interactive Voice Response (IVR) system, SMS system, Internet Banking platform and chatbot. Topic modeling was performed on the dialogue transcript between the customers and Customer Service Officers (CSOs) to identify the customers' reason for calling. Using the customer-level profile, transaction and servicing log data, a multi-task neural network was trained to predict if a customer is going to call the bank for any customer service request in the next 10 days. In the IVR system, a personalized voice prompt will recommend relevant digital services based on the model prediction and redirect the customer to digital services through a SMS with a URL to chatbot.

Title :Information Technology Help Desk Survey: To Identify the Classification of Simple and Simple and Routine Enquiries

Author :Nelson K. Y. Leung, Sim Kim Lau

ABSTRACT

Information technology has changed the way organizations function. This has resulted in reliance of help desks to support users in dealing with a wide range of information technology related problems such as hardware, software and telecommunication. The help desk generally has to cover a wide range of information technology products and services. However, due to resource constraint, in particular the lack of help desk staff, users often have to wait for a long time before their enquiries and problems are answered and solved. Literature has shown that the majority of incoming enquiries are considered to be "simple and routine", and do not require specialized knowledge. The present results of a survey that identifies the classification of simple and routine technical enquiries in a help desk environment.

Title :Design of an Intelligent Web-Based Help Desk System

Author :David A. Thurman, Jeffrey S. Tracy, and Christine M. Mitchell

ABSTRACT

The Help desk automation by offering World Wide Web access to a casebased help desk. It explores the use of case-based reasoning and cognitive engineering models to create an ‘intelligent’ help desk system, one that learns. It discusses the Auto Help architecture for such a help desk and summarizes the technologies used to create a help desk for NASA data users. The goal is to provide users direct access to the knowledge in the case base and enable the case-based reasoner to respond to requests for assistance. Help desk staff intervention is necessary only when help desk automation cannot provide a suitable response. Another way is to explore the use of cognitive engineering models to define both the required case structure and the access strategies for an ‘intelligent’ help desk system. This project demonstrates the use of emerging automation technologies to potentially permit better utilization of increasingly scarce human resources.

Title :Ideal Help Desk/Service Deck in E-Government and Service Quality: A Literature Review

Author :Hatma Suryotrisongko, Meli Dyah Qoiru Mucharomah

ABSTRACT

Help desk and service desk are critical in this era regarding how much people need a place to ask to and consult to. People demand a transparent governance and help desk service desk is one way to fulfill that demand. But, there's ambiguity in what is the ideal help desk, because the condition in every country is different, they have their own characteristic. There are some countries that has made services for their citizens full on electronic -based, while some still retain the conventional help desk service. There are two kinds of e -government which we have known, developed countries and developing countries. And they have their own design of what help desk they should use, but some are not very effective and efficient as it was expected to be. This article discussed about what is the ideal help desk/service desk in e -government and the service quality as the indicator to know whether that help desk has been used on its maximum advantages or not.

Title :Antecedents of customer satisfaction in mobile commerce: A Systematic Literature Review

Author :Azin Taha, David Hassan Jahed, Mohammad Nazir Ahmad;

ABSTRACT

The outcomes are far from unanimous and the differences suggest that the satisfaction antecedents in mobile services are dependent on the nature of their services, their target clients and their operations. Based on the 15 extracted studies, we found a total of 12 antecedent factors existing for customer satisfaction in mobile commerce. We classified them into 3 main categories of American customer satisfaction index model antecedent factors and then 4 sub categories of Content Quality, Customer Service, Content Reliability and Distributive Justice respectively. The calls for more systematic attention to be directed towards customer satisfaction in mobile commerce and suggests to IT practitioners, as well as the research community, a summary of feasibly relevant factors that may affect customer satisfaction in mobile commerce services.

Title : A Survey on Chatbot Implementation in Customer Service Industry through Deep Neural Networks

Author: Mohammad Nuruzzaman , Omar Khadeer Hussain

ABSTRACT

It discusses the similarities, differences and limitations of the existing chat bots. We compared 11 most popular chat bot application systems along with functionalities and technical specifications. Research showed that nearly 75% of customers have experienced poor customer service and generation of meaningful, long and informative responses remains a challenging task. With the rise of deep learning these models were quickly replaced by end-to-end neural networks. Examining over 70 publications related to chat bots published in the last 5 years. Based on literature review, it made a comparison from selected papers according to method adopted. The current chat bot models fail's to take into account when generating responses and how this affects the quality conversation.