

# **LITERATURE SURVEY**

## **Customer care Registry**

### **1. A Study on Customer Satisfaction towards Online Shopping?**

*In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behaviour in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.*

### **2. Customer Experience Management Platform?**

*Fault management plays a major role in Telecommunication industry. An effective and efficient response to customer complaints is an essential index of organization's performance. The presented model for the CEMP has the ability to minimize customers' dissatisfaction and on the other hand it can encourage customers to participate in controlling the provided quality of the services. The customer may feel dissatisfied with the service if he or she receives a delayed response. Customers do not know where to fill the complaint, Current complaint handling in the organization still have these problems. Therefore, CEMP was proposed and implemented to solve the customer faults. CEMP was consisted both a mobile application and a web application linking the customer to technician in the field through a management portal. Proposed system has the functionalities of fault/technician tracking; maintain user profile, nearest technician acknowledgement and customer feedback which are beneficial to both customer and the company.*

### **3. Smart Complaint Management System?**

*Customers are the essential factor in the organization. The business has to support the customers' preferences and demands for creating the customer loyalty, which make the customer still purchases with the particular company. The customer may feel dissatisfied with the service when he or she receives the delay of services and they do not know the channel for filing the complaint, and also the current complaint handling in the organizations still has the problems. Therefore, we, developers of this project implemented the Smart Complaint Management System (SCMS) consisting of the mobile application, chatbot and web application*

### **4. Study of the effects of customer service and product quality on customer satisfaction and loyalty?**

*In this research, we address the following questions that are becoming increasingly important to managers in automotive industries: is there a relationship between customer service and product quality with customer satisfaction and loyalty in the context of the Indian automotive industry? If yes, how is the relationship between these four variables? The automotive industry in India is one of the largest in the world and one of the fast growing globally. Customer satisfaction and loyalty are the most important factors that affect the automotive industry.*

### **5. Customer Satisfaction in Online Shopping?**

*From the findings, it was discovered that respondents use internet to purchase products through online because they believe it is convenience to them and the term convenient includes elements such as time saving, information availability, opening time, and ease of use, websites navigation, less shopping stress, less expensive and shopping fun. In contrast, along with respondents' mind-sets, online payment security, personal privacy and trust, unclear warranties and returns policies and lack of personal customer service are the foremost barriers of online shopping. Furthermore, the result of hypotheses established that even though online shopping is convenient to all consumers, online payment system and privacy or security anxieties have significant impact on online shopping. Finally, some recommendations have been offered for online retailers to take initiatives for making online shopping more admired and trustworthy.*

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