

CUSTOMER CARE REGISTRY

LITERATURE SURVEY

Customer Care Registry (Or) Customer Care Data Management is the ways in which businesses keep track of their customer information and survey their customer base in order to obtain feedback and complaints about their products. CCR embraces a range of software or cloud computing applications designed to give large organizations rapid and efficient access to customer data and their responsible complaints in order to track them. Surveys and data can be centrally located and widely accessible within a company, as opposed to being warehoused in separate departments. CCR encompasses the collection, analysis, organizing, reporting and sharing of customer information throughout an organization. Businesses need a thorough understanding of their customers' needs and their complaints if they are to retain and increase their customer base and their data. Efficient solutions for the complaints made by the customers provide companies with the ability to deal instantly with customer's issues and obtain immediate feedback from the customers. As a result, customer retention and customer satisfaction can show marked improvement in the company's products and their services.

Some customer care service-based applications are

- Help Scout
- Podium
- Team Support
- Fresh Desk
- Sprout Social
- SysAid
- Help Desk
- Kustomer

These above-mentioned applications are good at their customer care services and got good and best reviews in their services



Fresh Desk

Freshdesk is a cloud-based customer support software that is both feature-rich and easy to use. With multiple support channels available, including live chat, email, phone, and social media, you can help customers through their preferred communication method. Online cloud-based customer service software providing helpdesk support with all smart automations to get things done faster.

Advantages:

- Advanced workflow automation Modern and user-friendly design.
- Freshdesk marketplace with many integrations such as Salesforce, Slack etc.,
- This application approaches a free plan for the customers and also have premium plans.
- Mobile apps for Android and iOS devices.

Disadvantages:

- dashboard style is poor and it has only fundamental features only.
- The support team of Freshdesk is not easily reachable 24/7.

Help Desk

Help desk software is a tool that serves a wide range of customer support activities. You can organize messages, give assistance, and exchange information with customers at a single point of contact. The help desk uses tickets for communication that's why it's also known as a ticketing system. A help desk is customer service, which can be both internal and external. It aims to take calls regarding troubleshooting, answer questions and forward technical assistance, among other things.

Advantages:

- It improves the security of your IT network.
- This ensures and improves the employee and customer experience.
- Improves the service desk as well as the quality of the products by the reviews got from and services offered by the organization.
- Helps you ensure that the service quality of the products served by the company is as defined by the quality checking.

Disadvantages:

- Concentrates only on improving customer service efficiency.
- Does not concentrates on building long term service with the customer.