

LITERATURE SURVEY ON CUSTOMER CARE

REGISTRY

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- Customer care is a way of dealing with customers when they interact with your brand, products, or services to keep them happy and satisfied. Customer care goes beyond customer service and support because it focuses on building emotional connections between brands and customers.
- The conclusion, Effective customer care not only brings great benefits to the service but also benefits of customers. Because customers are the main items that bring benefits to the service.

EXISTING SOLUTION:

1. <https://doi.org/10.1016/j.elerap.2006.04.009>
2. <https://doi.org/10.1111/jscm.12000>

REFERENCE:

1. <https://doi.org/10.1037/0021-9010.88.1.179>
2. <https://doi.org/10.1111/0952-1895.00151>

TITLE AND AUTHOR(S)	YEAR	TECHNIQUE (S)	FINDINGS	PROS & CONS
Customer Service Culture at VP-Bank in Vietnam Nguyen Hoang Tien ¹ , Dinh Ba Hung Anh ² , Nguyen Thanh Vu ³ .	2022	CRM technology	They are tried to contribute a very small part to the development and building of a customer service culture for an organization	P:Effective customer care C:Less number of benefits customers
Product Quality And Service Quality Yusuf Indra Wibowo Management Program, Open University, Indonesia.	2022	PT. PLN (Persero)	There are many other factors that affect Customer Satisfaction and Complaint Levels, apart from Customer Satisfaction and Complaint Levels at all types.,	P: Prices, Promotions and Digital Services. C: Supports theoretical studies.
AI-based chatbots in customer service and their effects on user compliance. Martin Adam, Michael Wessel & Alexander Benlian Electronic Markets.	2021	CAs should be designed anthropomorphically.	It increasingly popular in various settings and potentially offer a number of time- and cost-saving opportunities.	They interaction of AI-based CAs through user compliance and feedback.

<p>The Impact of Information Sharing and Quality Assurance on Customer Service at UAE Banking Sector.</p> <p>Abdulsattar Al Ali Dr. Kanayalal Rania Inc., Canada, asmalali.alali@gmail.com</p>	2021	ANOVA analysis.	<p>The banking industry is evolving day by day, and so will be the technology. Therefore, the customer service department must be given periodic training to better understand the latest technology and to serve customers better.</p>	<p>P: Resolve customer's issues efficiently and quickly. C: They not receiving SMS properly sometimes.</p>
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