Literature Survey

1. Implementation of ‘ASR4CRM’: An automated speech-enabled customer care service system.

Proposed Work

The developed system called dasiaASR4CRMpsila obviates human-to-human interaction in the complaint lodging and solution provision process, by replacing it with human-to-system interactivity. ASR4CRM has a 3-tier architecture. The telephone system constitutes the first tier; the VoiceXML gateway and the Web server constitute the middleware, while the database constitutes the third tier.

Tools Used

1. Voxeo Voice server
2. VoiceXML gateway
3. Generic Web server

Advantages

1. Speech enabled chat-bot
2. Multi-lingual

Disadvantages

1. Misinterpretation of speech recognition
2. Failure to detect accents

2. A MULTI-CHANNEL APPLICATION FRAMEWORK FOR CUSTOMER CARE SERVICE USING BEST-FIRST SEARCH TECHNIQUE

Proposed Work

This paper presents a framework and development techniques for a multi-channel application providing Human to System (H2S) interaction for customer care centre of a mobile telecommunication provider. The proposed solution is called Interactive Customer Service Agent (ICSA). Based on single-authoring, it will provide three media of interaction with the customer care centre of a mobile telecommunication operator: voice, phone and web browsing. A mathematical search technique called Best-First Search to generate accurate results in a search environment

Tools Used

1. WAP Architecture
2. VOICE Architecture

Advantages

1. Best-first search for ideal matching of the customer with the Agent
2. A WEB, WAP and VOICE integrated architecture, modularised for easier implementation

Disadvantages

1. Multi-authoring of pages, isn't scalable and can often lead to idle accumulation of resources when demands aren't met.

3. An industry case study: a mobile-based business strategy to improve the customer care service in a major retail company

Proposed Work

Customer service is a key factor that influences customer loyalty and overall satisfaction during the buying experience. With the growth of ecommerce, many companies have detect several issues in the performance of their customer service departments. Customer dissatisfaction may represent significant losses in sales and reputation. In this context, this report describes a success experience in the industry of retail, in which a mobile-based solution was applied to improve the customer service performance and reduce overall costs of one of the major retailers of the US. We present preliminary results indicating the potential benefits of our solution to the company.

Tools Used

1. HTML5, CSS, Javascript
2. AngularJS framework
3. JAVA

Advantages

1. Leverages investments
2. Customization/Adaptibilty
3. Integrated Retail

DisAdvantages

1. Web-client Integration - Not smooth natively across platforms
2. Skilled people - A requirement for working with the infrastructure layer