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 updated. Customer care is a service which focuses on building emotional connections between products and customers.

➢ The conclusion, Effective customer care system not only brings great benefits to the service but also benefits of customers. Because customers are the important one who bring benefits to the firms.

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)	TECHNIQUE (S)	FINDINGS	PROS & CONS
Product Quality And Service Quality Yusuf Indra Wibowo Management Program, Open University, Indonesia.	PT. PLN	There are many other factors that affect Customer Satisfaction and also increase the levels of complaints, apart from Customer Satisfaction and Complaint Levels Of all types.,	P: Prices, Promotions and Digital Services. C: Supports theoretical studies.
Development of an Expert System-Oriented Service Support Help Desk Management System Abrar Hasin Kamal, Mohammad Obaidullah Tusher, Shadman Fahim Ahmad, Nusrat Jahan Farin & Nafees Mansoor	Expert system automation(AI model)	The functionalities of a service center that could not be achieved by humans only. The proposed system also incorporates AI to a part of it making it semi-AI driven	They interaction of AI-based system through user compliance and feedback.