

Customer care registry using cloud computing

Abstract:

Consultants working on commercial projects often fail to take account of the deep and broad academic literature on the topic on which they are working. Because of his position as a hybrid academic and consultant, the author is obliged to keep closely in touch with the different literatures for the areas in which he teaches – broadly marketing, customer relationship management, customer service and branding. As the number of management journals increases, so the supply of research based articles increases, and it becomes harder for practitioners to stay in touch with it. The author has therefore identified that a critical role in his research projects for clients is to review the academic and other literatures for clients. This particular literature review was part of a white paper project commissioned by a hi-tech client to help them understand how the management of problems affects the management of customer relationships. It excludes a section on social media, which was too client specific and therefore confidential to be published. Social media will be the subject of a later paper.

Literature Review:

Although the Internet has made information on progress in management much more widely available, it is not necessarily accessible to practitioners. Consultants working on commercial projects often fail to take account of the deep and broad academic literature on the topic on which they are working. In some cases this is because they may not have the time (or budget) to work on it, in other cases it may be because the journal articles are phrased rather arcanelly (from a busy consultant 'As point of view). Service excellence is about being 'easy to do business with', but it is both obtrusive and elusive. Customers know when they have received it and when they have not. Such service, both excellent and poor,

has a strong emotional impact upon individuals as customers, creating intense feelings about the organisation, its staff and its services, and influencing their loyalty to it. Yet many organisations find service excellence elusive and hard to grasp and deliver. As individuals, however, people know what it is and how simple it can be. It is often assumed that delight is the result of (excellent) service that exceeds expectations, but this definition has its drawbacks, as exceeding expectations may be unnecessarily costly. It creates over-quality, which cannot be justified for economic reasons. Customers may see over-quality as exceeding what is needed, which can even create bad word-of-mouth. Over-quality may give the impression that a product or service is overpriced, even if this is not so. It may also raise customers 'expectations, so what might have been regarded as excellent becomes simply adequate or expected, unless the company continues investing in this spiral of increasing quality and expectations so as to keep exceeding expectations. In fact, service excellence is just about being ' easy to do business with ' (not necessarily exceeding expectations). Excellent service is described simply as ' a pleasure ' . There are no hassles or difficulties.

