CUSTOMER CARE REGISTRY

(CLOUD APP DEVELOPMENT)

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CUSTOMER CARE REGISTRY USING CLOUD APP DEVELOPMENT

LITERATURE REVIEW

Survey 1:

Stone. M. (1992) :

ACHIEVING ELEVATED LEVELS OF CUSTOMER CARE :

Achieving elevated levels of customer care has noticeable benefit for the consumers. They get better service and often better products. Caring for customers is an effortless idea. It means looking after customers and meeting there needs and expectations of the customer. Globally most businesses want to meet the need of there customers. Customer service is now an accepted part of the businesses vocabulary therefore many organizations now have the customer care and service teams which are much more than a complaints department. However for some businesses consumers well being is a clear objective, this is true of many none for profit organizations and public sector bodies. On the other hand customer well being may be a very influential. If implied. objectives of the business are to meet its formal organization, such as profit. professional satisfaction or election to power. Customer Care is not just about handling Complaint, it's about ensuring that customers do not need to complain".

Survey 2:

LaLonde & Zinser (1976) :

SIMPLIFING THE SALE AND USAGE USING FTS MODEL:

Services are the kind of activities between the organization and customers to improve or simplify sale and using of products. They involve also operations of producers provided for customers during the whole transaction. He improved this model by replacing complicated max-min composition operations with simplified arithmetic operations. A Heuristic Gaussian cloud transformation was integrated with an FTS model to forecast water quality.Services present important activities from the purchase order of customer to delivery of products.

The activities are customer-oriented and depend on the kind of product and type of customer.

Survey 3 :

Lehtinen, J.R (2007) :

LONG-LASTING VIEW OF A PRODUCTS OR SERVICES :

Services are the system organized to assure continuity between the time of purchase order and delivery of goods. The aim is to satisfy customer needs from the long-lasting view. Services are all activities connected with assuring relationship with customer – from product delivery to different ways of help by its using. Perception of customer services shows the differences changes during years and confirms current tendency to be in a very deep touch with customers. It means to have a long-term relationship with clientele as well. Focus on customers is also one of main parts of market orientation. Customers are usually evaluated as the most important stakeholders. Therefore companies generally pay high attention to them.

Survey 4 :

Allmendinger, G. , & Lombreglia, R. (2005) :

FOCUSING THE CUSTOMERS THROUGH SMART SERVICES :

Smart services are strictly based on field intelligence. The field intelligence refers to the concept that connected systems and devices pave the way to intelligence that is higher than the intelligence of the individual parts. It is enabled by context information and high dynamics. Support from technology such as information and communications technology, as well as the ability to react to an individual’s context and its changes make up smart service Intelligent sensors (i.e. sensors that not only collect data, but also prepare and preprocess them) are often used to determine the current contexts. Individual customer needs are not mentioned as precondition because they must be considered to be able to offer individual smart services. Additionally, customer needs often are the result of data analyses what forms part of the definition.

Survey 5 :

GILLIG AND SAILER (2012) :

VALUE CO-CREATED VIA INTERACTIONS IN ALL PHASES :

Although a characteristic of smart services is that value is co-created via interactions between the service provider and the customer, the role of the customer in the literature has not been as well explored as would be expected. Research has addressed the question of how to involve the customer in the innovation process but customer involvement in the operation and improvement phases is relatively unexamined. While exploratory case studies have already indicated the importance of the customer, general conclusions across different applications and industries are still missing. A systematic overview of the customer's role across all life- cycle phases of a smart service would help those engaged in the practice to improve their processes. A theoretical framework presenting the role of the customer from a more general perspective would contribute to academic knowledge. Another aspect regarding the customer's role would be to measure and predict their behavior. Investigating in detail how usage behavior influences smart services in all phases of the life cycle would provide a better understanding of smart services.

Survey 6 :

MASSINK ET AL. (2010) :

INVOLMENT OF ENVIRONMENT IN OPERATIONAL SMART SERVICES :

The interaction between customer and provider is necessary, in addition to the service offered by the technology itself. Through collaboration the service provider knows the current needs and thus can adapt the smart service constantly. It is suggested that value co-creation does not require direct input from a customer because functionalities should be provided in a convenient way. Nevertheless, the present indicates that the customer and the environment are involved and form an important part in all phases from a strategic development to the improvement of operational smart services. This interaction can be direct,
e.g. in form of feedback, or indirect, e.g. by providing accurate information.

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