LITERATURE SURVEY

CUSTOMER CARE REGISTRY

Domin : Cloud App Development

Batch no : B2-2M4E

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1. LITERATURE NAME: Online Customer Experience: A Review of the Business-to-Consumer Online Purchase Context

AUTHOR: Susan Rose,Neil Hair,Moira Clark

PUBLISHED ON: 2011

OBJECTIVE:

The output of the research proposed in this paper would lead to effective measurement scales for the emarketer to use in the identification of relevant inputs and outputs of an effective OCE for retail websites. The proposed framework suggests that e-marketers need to be aware that, while functional performance of a website is important (as embedded in the proposed antecedents, e.g. easy navigation, usefulness, information provision), it is also important to understand the experiential state of customers and the responses they are likely to generate. Managerial effort tends to focus on the former in terms of the development of website performance. Consumer research should focus upon understanding the emotional and cognitive state of customers both during and following the online purchase process, and understanding how to adjust the features of a website to improve these. At the same time, there may be differences in the relevance of different experiential states, depending on the nature of the product or service type being delivered via the website.

Link: https://onlinelibrary.wiley.com/doi/10.1111/j.1468-2370.2010.00280.x

2. LITERATURE NAME: Online Customer Experience: A Literature Review

AUTHOR: Vicente Guerola-Navarro, Hermenegildo Gil-Gomez, Raul Oltra-Badenes & Pedro Soto-Acosta

PUBLISHED ON: 2022

OBJECTIVE:

Marketing is one of the areas in which the expectation of impact is greatest through the use of CRM technological solutions and the culture of customer relationship management itself. Specifically, and within the general concept of marketing, entrepreneurial marketing is one of the areas with the greatest projection both at the business level and at the research level. This section initially analyzes the concept and relevance of entrepreneurial marketing, and then the concept and evolution of CRM solutions, to later proceed to establish the marketing approach to the CRM customer-centric management theory, all of it as previous stages for finally stating the state of the art on the impact of CRM on entrepreneurial marketing specifically.

Link: https://link.springer.com/article/10.1007/s11365-022-00800-x

3.LITERATURE NAME: Customer Experience Management in Online Retailing- A Literature Review.

AUTHOR: Ebenezer Paul Rajan Karpagam Academy of Higher Education

PUBLISHED ON: 2015

OBJECTIVE:

In this paper they described the customer care concept with the help of CEM. Customer experience management (CEM) is the collection of processes a company uses to track, oversee and organize every interaction between a customer and the organization throughout the customer lifecycle. The goal of CEM is to optimize interactions from the customer's point of view and, as a result, promote customer loyalty. Customer experience management (CEM) is defined as "the discipline of managing and treating customer relationships as assets with the goal of transforming satisfied customers into loyal customers, and loyal customers into advocates of your brand."A customer experience is an interaction between an organization and a customer as perceived through a customer's conscious and subconscious mind. It is a blend of an organization's rational performance, the senses stimulated and the emotions evoked and intuitively measured against customer expectations across all moments of contact.

Link:researchgate.netpublication/274510494_Customer_Experience_Management_in_Online_ Retaili ng-_A_Literature_Review

4.LITERATURE NAME: A Study on customer Satisfaction towards Online Shopping

AUTHOR: Shenbhagavadivu Thangavel Sri Krishna College of Arts and Science

OBJECTIVE:

This paper tells as, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice.

Link: https://www.researchgate.netpublication/329026968_ A_Study_on_customer_Satisfaction_towards _Online_Shopping

ABSTRACT:

- Struggles with making an impulse decision and preferring trendy and adoptable price for products act upon especially in this modern era.
- The aim of this application is to track the current trends and suggesting low-cost price with best quality through customer complaints.
- Also to identify the sorting of simple and best way suggestion for various queries.

PROBLEM STATEMENT:

Customer care is nothing but a service we offer for customers if any queries or issues. The customers can raise the ticket with detailed description of the issue. An Agent is assigned for each ticket to solve the problem. Customers can view the status of the ticket of the service. The aim of this paper is to present the results of a survey that identifies the classification of simple and routine technical enquiries in a help desk environment. This paper also discusses the development of help desks, ranging from support models to support structure.

Who does the problem affect?	• Customer • Clients • Vendors • Product organization
What are the boundaries of the problem?	• Good quality. • economic products.
What is the issue?	• Making impulse decision for products. • Knowing the trendy & affordable price. • Agreement between bargain and negotiation.
When does the issue occur?	• Knowing details of the product. • Putting too much trust.
Where is the issue occurring?	• Not convenient to purchase products. • Irresponsibility of vendor.
Why is it important that we fix the problem?	• To create awareness among people for products. • Easy accessible and authentic for product assurance. • It is important to save people money and time for choosing products wisely.

Conclusion:

- On social impact can help the customer to track each step of the issue.
- On business impact providing this service to the companies for better customer support.