

LITERATURE SURVEY ON CUSTOMER COMMUNICATION ON THEIR PREFERRED CHANNEL

TEAM MEMBERS :

PREETHI R

RAMYA D

SATHIYAKALA S

SRIVARDHINI K

- Many customers claim that they now anticipate businesses to deliver excellent customer service across several communication channels. Compared to 49% of customers, 53% email businesses to schedule appointments. Who like receiving information via email rather than SMS.
- 45% of clients state that they prefer chatting with an agent to receive their information answers to queries. 48% of customers favour using the online chat feature for encounters that are self-service. Thus, the preferred communication routes of consumers are frequently depending on the objective of the encounter.

EXISTING SOLUTION:

A comprehensive review of the existing literature, knowledge of the extent to which mobile channels influence consumers shopping behavioral patterns will help managers to know how to manage each channel and eventually how to meld them in providing the seamless consumer shopping experience.

REFERENCE

<https://decisioncraft.com/dmdirect/callrouting.html>

TITLE	AUTHOR(S)	YEAR	TECHNIQUE(S)	INTERFERENCE
Event Detection Using Customer Care Calls	Yi-Chao Chen, Gene Moo Lee , Nick Duffield, Lili Qiu, Jia Wang	2013	Regression Approach	Using evaluation based on the call records collected from a large cellular provider in US, we show that our method can achieve 68% recall and 86% accuracy, much better than the existing schemes. Moreover, we show that social media can be used as a complementary source to get higher confidence on the detected anomalies and to summarize the user feedback to anomalies with text and location information.
Opportunities and Challenges of Applying Omnichannel Approach to Contact Center	Ruben Pieck, Dijana Peras, Renata Mekovec	2018	Omnichannel Approach	The need to define the omnichannel approach to contact centers is more than clear. The main drivers of omnichannel contact center development are technology evolution and changes in customer requirements and expectations. However, to establish it in company could be unexpectedly difficult.

Intelligent Decision Making and Planning for Call Center	Owais Rashid, Ali Mustafa Qanmar, Sharifullah Khan, Sadaf Ambreen	2019	3R (Right data to the right CSR at the right time)	<p>The idea of using data intelligently in outbound call centers to increase the revenue along with decreasing the expenses. Based on this idea, an automated system can be built in the future. If the steps proposed in our solution of analyzing data and applying filters can be automated, then companies can design smart dialing strategies.</p> <p>This would help increase the revenue by utilizing minimum resources in terms of data, headcount and dialing time.</p>
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