Customer Care Registry

ABSTRACT

Customer Care Registry is a web application that facilitates the customers to raise their queries and get them resolved. And small-scale companies can manage their customer care registry through our platform. If customer is facing any issues, they can raise their queries in single platform and keep track of their queries. The queries will be resolved directly from the respective companies. All the queries will be in the form of tickets and each ticket will be analyzed based on the pattern. If similar kind of tickets are being raised, based on the analysis the issues can be resolved faster. The customer will be able to see the chats once's they login into the portal. This project will provide lot of benefits to both customer and small-scale business companies in which customers can raise tickets with many companies in single platform and companies can keep track of all the tickets and they can update the status of each ticket.

INTRODUCTION

Customer satisfaction is an important factor in the phenomenon of the small-scale business companies and customer relationship. Those who buy the goods or services provided by companies are customers. In other words, a

customer is a stakeholder of an organization who provides payment in exchange for the offer provided to him by the organization with the aim of fulfilling a need and to maximize satisfaction. Companies perform various activities in satisfising their customer need and among those activities customer care registry (service) is very important concern. Measuring customer satisfaction has several benedictions for organizations: Improvement in communication between parties and enable mutual agreement, A recognition of the demand of improvement in the process, better understanding of the problems, Interpretation of progress towards the goal and Monitoring and reporting accomplished results and changes.

Customer satisfaction has become one of the key issues for companies in their efforts to improve quality in the competitive marketplace. It can be seen as either a goal of or a measurement tool in the development of product quality. The objective of this paper is to examine and deepen the understanding of customer satisfaction factors in the resolving the queries.

LITERATURE SURVEY

In general terms the role of companies is to resolve the tickets raised from customers based on their review pattern.

Satisfying the customer need is very important. Consumers are a very important asset because no single company will be able to survive when left by their customer, so that

communication with customers should be done as effectively as possible for the company to continue to establish good cooperation with customers. Form of communication that can be done against subscribes company is through customer service, that all activities undertaken company to maintain existing customers or consumers who are becoming regulars. Activities to establish relationships with customers (Customer Relations) in the business world is run by a special section called the customer service, because customer service is a frontline company that serves all the needs of the consumer satisfactorily including receiving complaints that are being faced and to deliver value and high customer satisfaction so that will be able to increase loyalty subscribes. The role of customer service in creating customer loyalty by providing quality service to its customers is to do a Customer Relationship Management (CRM), process of maintaining and building customer relationships that benefit by providing value customer satisfaction are high so it will be able to increase customer loyalty by four activities are identified, acquire, retain, develop. Good communication to stakeholders will also create a good impression about the company and this will create a positive company image in the eyes of customers. Image itself that shows the impression of an object to another object that is formed by processing the information at any time from a variety of reliable sources. Without armed with a positive image as a financial institution that is honest and trustworthy, then consumers will not feel confident to Integration. The image formed on the

customers' perception of the performance of Integration will be an impact on customer loyalty.

Based on the recent theories, the Customer Relation is one or a set of people who use one or more products or services rendered. Customer Relations is a function that has the most contact with the external environment. Therefore, customer relations play an important role in the agency. According to Tull and Kahle defining customer relations as a fundamental tool are planned to achieve corporate objectives and develop a sustainable competitive advantage by entering the market of marketing programs that are used to serve the target markets.

Customer's perception on services provided Customer satisfaction is the state of mind that customers perceive about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase. It is obvious that customers are important stakeholders in organizations and their satisfaction is a priority to management. According to Turban (2002), customer care or service is a series of activities designed to enhance the level of customer satisfaction -thats, the feeling that a product or service has met the customer expectation. It is not easy to capture the customers perception on the services provided because the issue of satisfaction can refer to a number of different facts of the relationship with a customer. Customer satisfaction is a pleasurable fulfilment response and the most common

approach to operationalize customer satisfaction is to compare the customer's perception of an experience with their expectation. Therefore, the presence of customer satisfaction is the key toward the development of the entity.

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