

SRI KRISHNA COLLEGE OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF INFORMATION TECHNOLOGY

CUSTOMER CARE REGISTRY



TITLE	Customer Care Registry
DOMAIN	Cloud Application Development
TEAM ID	PNT2022TMID02958
TEAM MEMBERS	Naveen Kumar C Pradeep B Navin S Mohamed Ashhar

LITERATURE SURVEY

ABSTRACT

A customer experience is an interaction between an organization and a customer as perceived through a customer's conscious and subconscious mind. Customer experience with product or service results in customer satisfaction which results in loyalty. A customer experience is an interaction between an organization and a customer as perceived through a customer's conscious and subconscious mind. Customer Experience originates from a set of connections between a customer and a product, a company, or part of its organization. Managing customer experiences is an integrated approach to create distinctive customer value through systematic design and implementation of various context clues. Customer satisfaction resulting in loyalty.

- 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.

INTRODUCTION:

Customer satisfaction is an important factor in the phenomenon of the construction process and customer relationship. As Construction Company's increases its antagonism, greater attention continues to be placed on customer relationships and satisfied customers. Customer satisfaction accredits construction companies to differentiate themselves from their competitors and create sustainable advantage. 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. 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 construction quality. The objective of this paper is to examine and deepen the understanding of customer satisfaction factors in the construction projects. The following sections discuss these efforts with a literature review.

**1.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:

https://www.researchgate.net/publication/274510494_Customer_Experience_Management_in_Online_Retailing-_A_Literature_Review

02.LITERATURE NAME:

A Study on customer Satisfaction towards Online Shopping

AUTHOR:

Shenbhagavadivu Thangavel - Sri Krishna College of Arts and Science

PUBLISHED ON:

2015

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.net/publication/329026968_A_Study_on_customer_Satisfaction_towards_Online_Shopping

CONCLUSION:

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.

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

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