

## LITERATURE SURVEY

TEAM ID: PNT2022TMID30045

### CUSTOMER CARE REGISTRY APPLICATION

S.NO	PAPER	AUTHOR	YEAR	METHOD AND ALGORITHM	ACCURACY/ PRECISION
1	The Role Of Customer Service Through Customer Relationship Management (CRM) To Increase Customer Loyalty And Good Image.	Gede Juanamasta	2019	This study aims to determine the role how customer service through Customer Relationship Management (CRM) to improve customer loyalty and good image . This research method using this qualitative study, researchers used a paradigm Non Positivism / Naturalistic / Interpretative. Interpretative paradigm aims to understand the meaning of behavior, symbols, and phenomena by using sampling purposive sampling. Data Collection Techniques using interviews, documentation, observation. The results of this study that the role of customer service through Customer Relationship Management (CRM) to improve customer loyalty and good image .	85%
2	customer services and their role for industrial small and medium companies.	Lucie Kanovska	2009	The aim of this paper is to present the problems of customer services and their important role for small and medium companies from the theoretical view and also selected results of research held in industrial SME's. Customer services are kind of services being provided by companies to their products. Customer services can be found in all economic spheres, such as in primary sphere, as well as in secondary and tertiary ones	80%

3	The Relationship between Customer Relationship Management and Customer Satisfaction with Services Received.	Mohammad Heydari, Hadiseh Abaszadeh, Habibollah Danai	2015	Today, with the advancement of information technology in the organization of new systems of production that can reduce internal costs, better interaction with the environment and ultimately help to make a profit. Customer satisfaction is one of these tools	85.57%
4	The Customer Service Management Process	A. Michael Knemeyer, Douglas M. Lambert and Sebastián J. GarcíaDastugue	2004	The aim of this paper is to present the problems of customer services and their important role for small and medium companies from the theoretical view and also selected results of research held in industrial SME's. Customer services are kind of services being provided by companies to their products. Customer services can be found in all economic spheres, such as in primary sphere, as well as in secondary and tertiary	82.88%