PROJECT TITLE: CUSTOMER CARE REGISTRY

LITERATURE SURVEY

Title: Service Quality Management

Authors: S. Santhana Jeyalakshmi and Dr. S. Meenakumari

Abstract: Service quality becomes a crucial issue for the education industry and the theory of service quality has evolved over a long period of time through testing and trials in the service sector. The demanding customers and increased sense of customer satisfaction led to the use of the new service parameters making education institutions to implement quality management as an effective aid. During the last few decades there is phenomenal change experienced in the education industry and the reason being is Service Quality. Knowing that both service quality and value is difficult to measure, education institutions heavily rely on student's quality perception and expectations. It could be achieved by asking students questions related to expectations and their perceptions of the service quality through carefully designed surveys. Various studies have been carried out to consolidate the dimensions of service quality and servqual has been accepted as a well constructed instrument to measure service quality. The empirical research in development of service quality theory suggests that improved service quality plays an important role in overall customer satisfaction. Study would focus on various studies on Service Quality conducted by earlier researchers in an array of industries. Thus, present study is unique in the sense that it is new to the Education industry. The paper explores the development of service quality theory and alternate scales of measuring service quality, its role in customer satisfaction and importance of servqual instruments. Key Words: Service Quality, Dimensions of service quality, Servqual, customer satisfaction.

Title: Towards a public Cloud Service Registry

Authors: Ahmed Mohammed Ghamry, Asma Musabah Alkalbani, Vu Tran, Yi-Chan Tsai, My Ly Hoang, and Farookh Khadeer Hussain\

Abstract: Cloud services registry is a cloud services database which contains thousands of records of cloud consumers' reviews and cloud services, such as Platform as a Service (PaaS) and Infrastructure as a Service (IaaS). The data set is harvested from a web portal called www.serchen.com. Each record holds detail information about the service such as service name, service description, categories, key features, service provider link and review list. Each review contains reviewer name, review date and review content.This work is an extension of our previous work Blue Pages data set. The data set is valuable for future research in cloud service identification, discovery, comparison and selection.

Title: Literature Study on Satisfaction Factors of Customers in Construction Industry

Authors: Shruthi Sivaprakasam , R. Shanmuga Priyan , J. Jayashree

Abstract: Customer satisfaction is decisive for the construction field and firms relying on customer relationships. Measuring customer satisfaction has several benefits such as improving communication between parties, evaluation of progress towards goals and enabling mutual agreement and monitoring results. This paper focuses on analyzing the satisfaction factors of customers including all aspects of products and services in the construction projects. In this study factors for customer satisfaction in the construction industry are taken from the past literature review. The literature reviews are summarized and various factors related to customer satisfaction in the construction industry based on literature review summary.

Title: Ideal help desk/service desk in e-government and service quality

Authors: Hatma Suryotrisongko, Meli Dyah Qoiru Mucharomah

Year of Publication: 2017

Abstract: Help desk and service desk are critical in this era regarding how much people need a place to ask to and consult to. People demand a transparent governance and help desk service desk is one way to fulfill that demand. But, there's ambiguity in what the ideal help desk is, because the condition in every country is different, they have their own characteristics. There are some countries that have made services for their citizens fully electronic-based, while some still retain the conventional help desk service. There are two kinds of e-government which we have known, developed countries and developing countries. And they have their own design of what help desk they should use, but some are not very effective and efficient as it was expected to be. This article discussed what is the ideal help desk/service desk in e-government and the service quality as the indicator to know whether that help desk has been used on its maximum advantages or not.

Title: Theory and practice of customer-related improvements:

Authors: Daniel Gyllenhammar,Erik Eriksson and Henrik Eriksson\

Customers are vital to any organization and system, and must therefore be considered when seeking to improve. However, how to improve with regard to the customer, is not clear, and the knowledge is spread over several research fields, making it difficult for researchers and practitioners to comprehend. The purpose of this literature review is to show how customer-related improvements are described in the literature and how the research is performed. 666 articles were screened, resulting in 99 coded and analyzed articles. The study concludes that there is a lack of understanding when it comes to the process of how to improve and that both practitioners and academics should focus more on the system level. It is also seen that by involving the customer in the improvement process, the improvement is more likely to succeed. The article concludes that there is a need for future research which are conceptual, longitudinal, and are addressing actual improvements, not just potential. From the practitioners' point of view, the article is proposing an increased focus on customer-related improvements which address aspects concerning people, such as employee competence and work environment, and reward systems, rather than strategy and processes to improve the potential benefits.

Title: Literature review on Complaints

Author: Merlin Stone

Abstract: Consultants working on commercial projects often fail to take account of the deep and broad academic literature on the topic on which they are working. Because of his position as a hybrid academic and consultant, the author is obliged to keep closely in touch with the different literatures for the areas in which he teaches - broadly marketing, customer relationship management, customer service and branding. As the number of management journals increases, so the supply of research-based articles increases, and it becomes harder for practitioners to stay in touch with it. The author has therefore identified that a critical role in his research projects for clients is to review the academic and other literature for clients. This particular literature review was part of a white paper project commissioned by a hi-tech client to help them understand how the management of problems affects the management of customer relationships. It excludes a section on social media, which was too client specific and therefore confidential to be published. Social media will be the subject of a later paper.

Title: The Role Of Customer Service Through Customer Relationship Management (CRM) To Increase Customer Loyalty And Good Image

Authors: Erna Hendrawati,Erna Hendrawati,Ni Made Nopita Wati

Year of Publication: 2019

Abstract: This research background is a number of problems faced by the company can make a bad company image and reduce levels of consumer loyalty. To avoid harming the image of the company then the company must focus on service to consumers. Service to consumers is very important in increasing the satisfaction of its customers, due to the company customers is the most important asset in which consumers provide andilo is significant in the development of the company's reputation. The formulation of the problem in this research shows the role of customer service through Customer Relationship Management (CRM) to improve customer loyalty and good image. This study aims to determine the role of customer service through Customer Relationship Management (CRM) to improve customer loyalty and good image at PT Sun Star Motor Blitar. 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 show the role of customer service through Customer Relationship Management (CRM) to improve customer loyalty and good image in PT. identity is a major first step in the implementation of CRM. Many things need to be identified by the company. Acquire customer service categorizes consumers based on contributions made to the company as the number of consumer income, transactions regularly and duration become consumers.Therefore, the image of the company should be kept positive because it will have a positive impact also for the company.

Title: Theory and practice of customer-related improvements:

Authors: Daniel Gyllenhammar,Erik Eriksson and Henrik Eriksson\

Year of Publication: 2022

Abstract: Customers are vital to any organization and system, and must therefore be considered when seeking to improve. However, how to improve with regard to the customer, is not clear, and the knowledge is spread over several research fields, making it difficult for researchers and practitioners to comprehend. The purpose of this literature review is to show how customer-related improvements are described in the literature and how the research is performed. 666 articles were screened, resulting in 99 coded and analyzed articles. The study concludes that there is a lack of understanding when it comes to the process of how to improve and that both practitioners and academics should focus more on the system level. It is also seen that by involving the customer in the improvement process, the improvement is more likely to succeed. The article concludes that there is a need for future research which are conceptual, longitudinal, and are addressing actual improvements, not just potential. From the practitioners' point of view, the article is proposing an increased focus on customer-related improvements which address aspects concerning people, such as employee competence and work environment, and reward systems, rather than strategy and processes to improve the potential benefits.