**SMK FOMRA INSTITUTE OF TECHNOLOGY**

PROJECT

**CUSTOMER CARE REGISTRY**

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**LITERATURE SURVEY-1**

**TITLE :** CUSTOMER SATISFACTION DETERMINATION AND LEVEL OF COMPLAINT: PRODUCT QUALITY AND SERVICE QUALITY

**AUTHOR :** Yusuf Indra Wibowo

**YEAR OF PUBLISHED :** 2022

Previous research or relevant research is very important in a scientific research or article. Previous research or relevant research serves to strengthen the theory and influence of relationships or influences between variables. Article ini review customer satisfaction determination and complaint level: Product Quality and Service Quality Analysis, A Study of Marketing Management Literature. The purpose of writing this article is to build a hypothesis of influence between variables to be used in future research.

The result of this risearch library is that:

1) Product Quality affects Customer Satisfaction

2) Service Quality affects Customer Satisfaction

3) Product Quality affects complaint level

4) Service Quality affects complaint level

5) Customer Satisfaction affects complaint level .

Customer Satisfaction such as ease, price, product quality, service quality affect

the dimensions or indicators of complaint level .

**LITERATURE SURVEY-2**

**TITLE :** Service Delivery and Customer Satisfaction in the Public Service

Sector:An Ethiopian Experience

**AUTHOR :** Alemseged Gerezgiher Hailu , Hailay Gebretsadik Shifare

**YEAR OF PUBLISHED :** 2019

The purpose of the study is to assess the existing service delivery and customer satisfaction of selected federal ministries/organizations in Ethiopia. The data collecting instruments employed in the study were questionnaires and key informant interview guides. Primary data was collected using self-administered, structured questionnaire from respondents (165 employees and 423 customers).

The data obtained from the above sources were organized, presented and analyzed by using both qualitative and quantitative methods of research analysis. The result shows customers of public service organizations perceived positively that they are satisfied by the overall service delivery of the organizations. However, there were service delivery differences within different sections of every selected public service organizations and among each selected organization, which is statistically significant. The main challenges of public service delivery were lack of accountability, willingness to provide service as per request, sense of belongingness, inconsistencies of rules and regulations, and lack of integration problem among different government service providers.

The public service organizations should introduce appropriate and realistic accountability measures; and work together in preparation of their rules, regulations, and procedure consistently so that they would have better integration, which enable them to provide good service delivery to their customers.

**LITERATURE SURVEY-3**

**TITLE :** Customer Satisfaction and Service Quality in the Marketing Practice

**AUTHOR :** Sokchan Ok, Rathny Suy , Leaksmy Chhay, Chakriya Choun

**YEAR OF PUBLISHED :** 2018

Both public and private parts have given considerable keenness with respect to the perfect customer satisfaction in the current decades. Customer satisfaction has been a renowned point in advertising practice and educational research since Cardozo's (1965) a basic examination of customer effort, expectations and satisfaction. The service quality and customer satisfaction are associated with their definitions to their associations with alternate points of view in business. The service quality is an attracted assessment that mirrors the customer‟s perception of reliability, assurance , responsiveness, empathy and tangibility; and significant quality while satisfaction is more careful and it is affected by point of view of service quality, item quality and cost, also situational fragments and individual components.

This paper concentrated on the literature on the key elements of this study which was service quality, customer satisfaction and expectation. In particular, the accompanying principle focuses were demonstrated about service quality, customer expectation, customer satisfaction, theory of SERVQAL, and related studies on Customer satisfaction and service quality. This study used a descriptive design, by exploring some of the literature that discusses on customer satisfaction and service quality how to improve the both public and private business parts in marketing practice.

**LITERATURE SURVEY-4**

**TITLE :** MEASURING CUSTOMER SATISFACTION

**AUTHOR :** vu minh ngo

**YEAR OF PUBLISHED :** 2018

Customer satisfaction (CS) has attracted serious research attention in the recent past. This paper reviews the research on how to measure the level of CS, and classify research articles according to their approaches and methodologies. This paper also tries to supply some insights about the state of measuring CS in Vietnam. The main objective is to provide a conceptual basic to understand existing methodologies used for measuring CS.

A total of 103 articles from more than 50 journals and international conferences are reviewed. A number of important methodologies used for measuring CS are defined and classified into two different approaches based on their nature. Another important contribution of this study is to suggest some criteria which should be considered to make CS measurement as a leading indicator of the financial performance. This paper can be helpful for managers to gain basic conceptual ideas of the methodologies used for measuring CS and also the criteria which make CS measurements more likely as a driver of financial performance when they are satisfied.

**LITERATURE SURVEY-5**

**TITLE :** Critical Criteria on Client and Customer Satisfaction

**AUTHOR :** Pooria Rashvand and Muhd Zaimi Abd Majid

**YEAR OF PUBLISHED :** 2018

“Critical Criteria on Client and Customer Satisfaction for the Issue of Performance Measurement”. The outcome of this paper is to establish the client and customer satisfaction criteria as the two key stakeholders in construction project for the issue of performance measurement based on the reviewed data. The methodology of this study is based on comprehensive literature review of performance measurements for client and customer whereby the data were analyzed, using the metrics which the additive number of each customer and client-satisfaction criteria are occurring in previous study.

From the metric analysis, the common factors for customer and client satisfaction were ranked. From the analysis of this paper, it can be concluded that expectation and perception are the two common critical satisfaction criteria for client and customer that must be considered where the satisfaction is required.

For long-term competitiveness, a company must ensure that current stakeholders are satisﬁed by consistently measuring their level of satisfaction.