

# **LITERATURE SURVEY**

**TITLE : CUSTOMER CARE REGISTRY**

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**1) TITLE OF THE PAPER:**

LITERATURE REVIEW CUSTOMER SATISFACTION DETERMINATION AND LEVEL OF COMPLAINT PRODUCT QUALITY AND SERVICE QUALITY

**AUTHOR:** Yusuf Indra Wibowo

**PUBLISHED:** June 2022

**ABSTRACT:** In this paper, 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 research library is that: Product Quality affects Customer Satisfaction Service Quality affects Customer Satisfaction Product Quality affects complaint level Service Quality affects complaint level and Customer Satisfaction affects complaint level.

**2) TITLE OF THE PAPER:**

Theory and practice of customer-related improvements: a systematic literature review

**AUTHOR:** Daniel Gyllenhammar,Erik Eriksson,Henrik Eriksson

**PUBLISHED:** 22 Feb 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. 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.

**3) TITLE OF THE PAPER:**

Establishing User-centric Cloud Service Registries

**AUTHOR:** Mathias Slawik , Begum Ilke Zilci, Axel Kupper

**PUBLISHED:** 21 June 2018.

**ABSTRACT:** Many potential cloud consumers are overburdened by the challenges persisting when discovering, assessing, and selecting contemporary Cloud Service offerings: the cloud market is vast and fast-moving, the selection criteria are ambiguous, service knowledge is scattered through the

Internet, and features as well as prices are complex and incomparable. Much research has been carried out to create cloud service registries to help users select cloud services for eventual consumption, especially within the field of semantic web services. Through analyzing real-world requirements of six use cases we identified a gap in research for user-centric technologies. We fill this gap by creating a business vocabulary reflecting common service selection criteria, defining a textual domain specific language to let any user describe services easily, and implementing a novel brokering and matchmaking component to support users in their selection process. As a combination of those technologies, we create the Open Service Compendium (OSC), a crowd-sourced cloud service registry. Our evaluation activities highlight how these developments solve real-world challenges in diverse near-production settings .

**4) TITLE OF THE PAPER:**

Towards a Public Cloud Services Registry

**AUTHOR :**

Ahmed Ghamry, Asma Musabah Alkalbani, Farookh Khadeer Hussain

**PUBLISHED :** OCTOBER 2017

**ABSTRACT:** Cloud services registry is a cloud services datadase 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](http://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.

**5) TITLE OF THE PAPER:**

Exploring Cloud Computing Services and Applications

**AUTHOR:** Ahmed Youssef

**PUBLISHED:** July 2012

**ABSTRACT:**

Cloud computing environment provides a great flexibility and availability of computing resources at a lower cost. This emerging technology opens a new era of e-services in different disciplines. In this paper, we explore cloud computing services and applications, we give examples for cloud services provided by the most common Cloud Service Providers (CSPs) such as Google, Microsoft, Amazon, HP, and Sales force and we present innovative applications for cloud computing in e-learning, Enterprise Resource Planning (ERP) and e-governance. Our study helps individuals and organizations understand how cloud computing can provide them with customized, reliable and cost-effective services in a wide variety of applications.

**6) TITLE OF THE PAPER:**

Strategies to Improve Customer Care Services in Urgent Care Businesses

**AUTHOR:** Marcus Ellis Caste

**PUBLISHED:** June 2019

**ABSTRACT :**

Healthcare industry owners who have unsatisfactory customer care services may experience a financial risk and create dissatisfied patients. The purpose of this case study was to explore customer care strategies that managers of urgent care businesses used to improve customer care services and patient satisfaction. Data were analyzed using thematic analysis which identified similar codes, patterns, and themes. The 3 primary themes that emerged from thematic analysis were patient-focused care, social media outreach, and employee engagement. The implications of this study for positive social change include the potential to enhance the quality of experiences, which may empower individuals to seek medical care. The patients might become trusting of healthcare providers and become collaborators in responding to medical care requests by medical staff to improve their quality of life.

**7) TITLE OF THE PAPER:**

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

**AUTHOR:** I Gede Juanamasta, M Chairul Basrun Umanailo, Nugrahini Wisnujati, Ni Made Nopita Wati

**PUBLISHED YEAR:** October 2019

**ABSTRACT:**

This research background is a number of problems faced by the company can make a bad company image and reduced 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 and it is significant in the development of the company's reputation. The formulation of the problem in this research how does the role of customer service through Customer Relationship Management (CRM) to improve customer loyalty and good image at PT Sun Star Motor Blitar. This study aims to determine the role how 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, The results of this study that the role of customer service through Customer Relationship Management (CRM) to improve customer loyalty and good image in PT. Sun Star Motor Blitar very important. CRM activities conducted by PT Sun Star Motor Blitar; identity, is a major first step in the implementation of CRM.

**8) TITLE OF THE PAPER:**

**Customer Care in a Consumer Society: Smiling and Sometimes Meaning it**

**AUTHOR :** Andrew Sturdy

**PUBLISHED:** February 1998

**ABSTRACT:** This article proposes a focus for research by drawing on two emerging and largely distinct streams of literature-on service/emotion work and organizations in consumer society. In particular, experiences of 'customer care' and related 'corporate culture' initiatives are examined. Here, employee ambivalence is highlighted and is typically portrayed in terms of: protecting a privileged or 'real' sense of self; (re-)asserting control; and/or as being constituted through gender, class and other cultural relations and interactions with customers. Little attention has been given to parallel postmodern literatures documenting both the pervasiveness of a constituting discourse of the

sovereign consumer and the emergence of multiple selves in a 'de-traditionalized' consumer society. Here, the theoretical primacy given to discourse typically precludes an empirical consideration of subjectivity which is viewed as ephemeral. It is argued that such an epistemology has given rise to an exaggeration of the dominance and coherence of discourse, neglecting internal contradictions, alternative representations and associated practices of resistance.

**9) TITLE OF THE PAPER:**

Improving Customer Service in Healthcare with CRM 2.0

**AUTHOR:** Mohammad Nabil Almunawar, Muhammad Anshari

**PUBLISHED YEAR:** August 2011

**ABSTRACT:**

The Healthcare industry is undergoing a paradigm shift from healthcare institution-centred care to a citizen-centred care that emphasises on continuity of care from prevention to rehabilitation. The recent development of Information and Communication Technology (ICT), especially the Internet and its related technologies has become the main driver of the paradigm shift. Managing relationship with customers (patients) is becoming more important in the new paradigm. The paper discusses Customer Relationship Management (CRM) in healthcare and proposes a Social CRM or CRM 2.0 model to take advantage of the multi-way relationships created by Web 2.0 and its widespread use in improving customer services for mutual benefits between healthcare providers and their customers.

**10) TITLE OF THE PAPER:**

Customer Relationship Management (CRM) and Recommendation for Implementation in the Defense Industry: A Literature Review

**AUTHOR:** Dodi Ngelyaratan, Dwi Soediantono

**PUBLISHED YEAR:** June 2022

**ABSTRACT :**

The results of the literature review analysis state that the implementation of Customer Relationship Management can have benefits for companies, namely CRM can help teams to improve customer satisfaction, help increase customer retention, help better internal communication, help optimize marketing, help maximize business performance, help maximize business performance by increasing up-selling opportunities and cross-selling. CRM in addition to looking for new customers in addition to maintaining the level of satisfaction of existing consumers, knowing the level of company ownership in consumers, namely by knowing consumer needs, knowing consumer needs in the future, namely through the results of transactions that have been carried out and from the results of data analysis. transaction data that has been collected, knowing abnormalities in each transaction activity, namely knowing criminal acts such as fraud and so on, knowing improvements that must be made to the services provided to consumers, being able to analyze transaction data patterns, for example being able to find out the combination of products to be sold at certain times, reducing operational risk, namely by knowing predictions that will occur and mistakes that have been made through customer history. Based on the results of the literature review, Customer Relationship Management (CRM) is recommended to be applied in the defense industry.

**11) TITLE OF THE PAPER:**

## Customer Relationship Management Research from 2000 to 2020: An Academic Literature Review and Classification

**AUTHOR:** Priyanka Meena, Praveen Sahu

**PUBLISHED YEAR:** February 25, 2021

### **ABSTRACT:**

This article aims to review the literature on customer relationship management (CRM) research. This review article analyses the trends in CRM research, popular research topics and tools used in studies. This study presents how CRM research developed over 21 years in terms of critical areas, type of studies, sources of papers, the origin of articles (country-wise distribution), type of data used, under-researched areas and popular researched areas. The study provides a broad classification and summarizes the last 21 years of CRM research in an organized way. For this review article, research papers were taken from January 2000 to June 2020, that is, 21 years. A total of 104 papers were selected from different journals and conferences. Findings show that most of the articles were published in the year 2009. A total of 95% of articles were published in journals, and 5% were conference papers—most of the CRM research done in the USA and the United Kingdom. Empirical papers were maximum in number, whereas case studies were least. Primary studies were more than secondary studies. In review papers, the maximum times CRM and electronic customer relationship management (E-CRM) were taken as a basis for reviewing. The further article has classifications within primary studies and review papers. It also presents the most frequently used keywords and variables in literature. The study will be useful for researchers, practitioners and academicians for further CRM research. This study also provides the classification within primary studies based on data collection tools used, sampling technique used, sampling country, industry, statistical tests and methods and software used, also it gives a brief view of keywords and variables used in a total of 104 papers. This article provides the first such review on keywords and variables, thus presenting the classification on a different basis, which none of the published research has presented.

### **12) TITLE OF THE PAPER:**

Customer Service Value and Building Customer Value Model under the Internet Service Situation

**AUTHOR:** Wang Xin , Xu Ming, Glorious Sun School of Business and Management, Donghua University, P. R. China

**PUBLISHED YEAR:** March 5, 2016

### **ABSTRACT:**

The paper summarizes the study of customer service value at home and abroad, including the connotation of customer service value, analysis of the development history and research content, stage division. Through literature analysis, find out the new research hotspot. On the basis of previous research, the paper build customer value model under the situation of Internet service. In order to carry out further research in academic circles of our country to provide reference and reflection.