LITERATURE SURVEY

1. Customer Care Registry

Authors: Dong Pei-wu,Huang Yan-qiu
Year: 2016

By the further research into service recovery, it is found that customers will do complain when they get poor services. And the most complaining behaviors have two forms, one is negative word-of-mouth, the other is complaining. In existent service failure studies, the difference between complaining and non-complaining customers has been found in terms of satisfaction level as well as service recovery expectation. However, no further effort has been made to ascertain whether service recovery will have different effects upon complaints and non-complaints. This paper, through scenario experiment method, is designed for a comparative analysis on the different effects of service recovery upon complaints and non-complaints. In consequence, it tries to analysis whether it will have significant effects between complaining and non-complaining customers after they get same service recovery.

2. A Proposed Cloud Based Solution for Customer Satisfaction in Telecommunication Industry

Author Name: Nurulhuda Mustafa, Lew Sook Ling, Siti Fatimah Abdul Razak
Year: 2019

In existing cloud based solution framework, user found it difficult to communicate with customer service representative during faulty experience, and follows traditional way of acquiring and managing data or information.
A proposed cloud-based customer supports solution for telecommunication industry. The proposed enhancements are as follows: Mutual agreement between customer and company during making restoration appointment, Real time and status tracking enabled, Enhance customer trust by getting a signature using apps to confirm job done, Job done summary, Introduce loyalty program such as variety of vouchers are given for redemption using accumulated points by customers.

3.Consumer Complaints in Banking Industry

Authors: Surbhit Chugani,K Govinda,Somula Ramasubbareddy
Year: 2018

This paper focus on exploring and analyzing Consumer Finance Complaints data, to find how many similar complaints are there in relation to the same bank or service or product. These datasets fall under the complaints of Credit reporting, Mortgage, Debt Collection, Consumer Loan and Banking Accounting. By using data mining techniques, cluster analysis as well as predictive modeling is applied to obtain valuable information about complaints in certain regions of the Country. The banks that are receiving customer complaints filed against them will analyse the complaint data to provide results on where the most complaints are being filed, what products/ services are producing the most complaints and other useful data. Our model will assist banks in identifying the location and types of errors for resolution, leading to increased customer satisfaction to drive revenue and profitability.

4.Using SMS and Web Technology in Mobile Government Information Services Platform

Author Name: Hua Zhang ,Fayu Wang
Year: 2010

In existing system traditional elecronic system, it usually employs the wired network communication or handles on the spot. In case, the government servants leave the office, they can not obtain the timely information of the government and related departments which causes the delay of decision-making and lack of information. Moreover, the low penetration of the computer terminal restricts people's receive of the government information. With development of the mobile communication technology, especially the roaring increasing of mobile phone users, a kind of mobile wireless administration based on the mobile network platform has emerged. It is taken seriously by many municipalities and regarded as the promoter to build an efficient and transparent government

A proposed SMS Technology in mobile service platform is a new kind electronic office platform which collates the traditional electronic administration and mobile communication. It collects the public proposals and advices, tracks handling of complaints and checks all kinds of information by means of mobile phone messages and websites. With the constant progress of mobile communication technology and coming of 3G, it will accelerate the development of our country's mobile informatization further. More and more companies will establish their own message platform, thus the exploitation and application of message platform makes great sense in society and reality. The research based on the short message mobile administration platform brings about an efficient, friendly, people-oriented government administration mode, which bridges the government and the public and meets the inner requirement of building a harmonious socialist society

5.Consumer Complaints Management System

Authors: Pattamaporn Kormpho,Panida Liawsomboon,Narut Phongoen,Siripen Pongpaichet
Year: 2018

Customers are the essential factor in the organization. The business has to support the customers' preferences and demands for creating the customer loyalty, which make the customer still purchases with the particular company. The customer may feel dissatisfied with the service when he or she receives the delay of services and they do not know the channel for filing the complaint, and also the current complaint handling in the

organizations still has the problems. Therefore, we, developers of this project implemented the Smart Complaint Management System (SCMS) consisting of the mobileapplication, chatbot and web application, for solving the customer's dissatisfaction issue. Furthermore, the SCMS has the service for classifying the complaint, then automatically direct to the responsible department, and the service for finding the similar complaint to avoid submitting the duplicate complaint. The test result shows that this system is able to reduce the time and procedures for complaint handling, increase the channel for filing thecomplaint, and increase the channel for progress reporting and tracking the status of the complaint.

6.Automating Customer Claim Registration by Text Mining

Authors: Peyman Beyranvand,Tevfik Aytekin
Year: 2020

In this paper, we present the use of text mining and machine learning in call centers to increase the efficiency of registering customer claims and improving customer satisfaction. Our proposed method makes the process of claim registration faster and more accurate compared to experienced call center agents. Use of text mining and machine learning techniques will increase the customer satisfaction and endows the callcenter staff with better ways to help the customer.

7.Virtual Customer Service Agents: Using Social Presence and Personalization to Shape Online Service Encounter

Authors: Tibert Verhagen, Jaap van Nes, Frans Feldberg, Willemijn van Dolen, Ph.D
Year: 2014

In Existing system, we empirically investigate the role of VCSAs to shape more social and personalized online service encounters. Empirical studies on VCSAs are scarce and openly demanded, and a focus on the ability of VCSAs to provide service encounters with a human touch deals with conventional wisdom that social and personal approaches are critical to customer service delivery. Within this inquiry we address the direct influence of VCSA characteristics on online customer service evaluations and are among the first to extrapolate whether employing cues deemed important in traditional service encounter literature. This enables us to evaluate the cross-channel applicability of traditional customer service thought and provide further directions to the academic field of online customer service. It also reduces their effort, time, and cost to design, implement, and maintain such an agent as well as to shape the service process In proposed system, First, to provide theoretical foundations for the employment of VCSAs, we encourage researchers to experiment with more technically advanced agents that will appear in the near future. By adding and combining elements such as motion, natural speech, lip synchronization, and 3D representation to virtual agent design, new insights into the value of mimicking humanlike service personnel online is gained. Second, more in-depth research on the role of emotions in VCSA settings is encouraged. While we did not find any effect of smiling, VCSAs may still express (positive) emotions that contribute to more positive customer evaluations of the service encounter. An interesting area of future research would be to examine whether affective real-time interactive facial expressions, and more emotional communication styles would influence the socialness and personalization perception of the agent.

8.Implementation Of 'ASR4CRM': An Automated Speech Enabled Customer Care Service System

Author Name: Aderemi A. Atayero, Charles K. Ayo, Ikhu-Omoregbe Nicholas and Azeta Ambrose
Year:2009

The main disadvantage of existing system is the human presence in the Call centers of GSM service providers is poor response time. The proposed system describes the implementation of ASR4CRM - an automated customer care service system that obviates the need for a human operator, reduces the budget allocation of corporate bodies for CCS and most importantly, improves the business to customer (B2C) relationship, which is often damaged by inevitable flaws in the human character.

9.Customer Perceived System Reliability and its Application in EV ChargeStation

Authors: Jiliang Zhang
Year: 2018

Certain systems are designed for providing services or utilities to customers. Such services or utility need to be sufficient to satisfy customers. The ultimate performance measure of these systems is customer satisfaction. For simplicity purpose, the term of utility will be used in the rest of the paper but it could mean service. Customers care about not only the availability of the utility but also the quantity of the utility. EV charge station is a good example. It provides charging power to the vehicles. When the customers come to the site, they want the charge port ready for them and can charge the vehicle reliably during the session per their expectation. They can be unhappy not only ifthe charge port is down but if the charging time takes too long than the rated. In this paper, inherent reliability is defined as the system's ability to provide utility to customers without considering customer perspective. Customer perceived reliability is the reliabilitythat customers truly feel. The inherent system reliability may not necessarily be fully reflected in the customer perceived reliability. Detailed explanations are provided in Section 1. Defining and utilizing customer perceived reliability provides important aspectin understanding and improving system performance for customer satisfaction. In the restof paper, several aspects of customer perceived reliability are discussed. The customer perceived reliability and availability for multi state system is defined and studied. The customer perceived reliability based component reliability importance is proposed. The results are applied to a simplified EV charge station, and the customer perceived availability is calculated and discussed. The potential applications is summarized in the last section.

10. An Application of SMS Technology for Customer Service Centre

Author Name:Ariff Idris, Abd. Samad Hasan Basari, Nur Hanisah Zubir,
Year:2009

In existing system, LAP is a semigovernment organization in Perak which is responsible in managing the water supply service and distribution for Perak citizens. However LAP has only had a hotline number for their customers to make a complaint. The existing method of handling customers' complaint is delaying the action taken. The proposed system Ces-LAP allow LAP customer to make complaints easier. The proposed system is very much help when there are many complaints at one time. This system can be used by everyone that have accessed to internet and hand phone. Furthermore the system helps LAP to manage all the complaints faster and effective via SMS and web. The prototype of the system is under testing phase. An initial feedback from users shows that the system is quite good in term of its mobility.