

LITERATURE SURVEY

Customer services: A part of market orientation

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We present both the theoretical perspective as well as selected results from our survey of Hi-Tech firms in the Czech Republic to demonstrate the importance of customer services as a part of market orientation. A particular customer was the focus of the research. A brief description of the main characteristics of customer service from the perspective of the customer appears in the first part of the paper. A survey of hi-tech companies is presented in the second part of the paper. Results of the study indicate that companies' management is generally aware of the importance of customer satisfaction and the quality of the services they provide to customers. Customer services are widely seen as a necessity for today's survival on the market. The paper is written in the framework of research project "Research on implementation on market orientation for high-tech firms" funded by Grant Agency of the Czech Republic.

Online customer service system:

Reference link: https://1000projects.org/online-customer-service-system- project-source-code-in-asp-net-and-project-report.html#google_vignette.

An effective Help Desk operation can be achieved and maintained by establishing a number of pre-conditions. A variety of help desk facilities were surveyed, and these components were identified from these surveys. Set clear, realistic and quantifiable goals and objectives. Plan the Help Desk structure carefully based on your customer's needs. A primary objective of problem management is to identify the underlying cause of an incident. Following the resolution of the incident, the problem is eliminated in order to prevent the recurrence of that incident in the future

Customer Care:

Reference link: <https://www.scribd.com/document/452190381/CUSTOMER-CARE-PROJECT-REPORT>.

The existing system is a semi-automated system where the information is stored in the form of excel sheets on disk drives. Sharing of information with volunteers, group members, etc. Only the mailing feature is available. System components that are not protected include storage and maintenance. The most difficult part of the job is tracking the members' activities and progress. This system cannot provide continuous information sharing.