

# MAHENDRA INSTITUTE OF TECHNOLOGY

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## Customer Care Registry-Cloud Application Development

<b>TITLE</b>	Customer Care Registry-Cloud Application Development
<b>DOMAIN NAME</b>	Retail and E-Commerce
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### ABSTRACT

This study sought to investigate customer care in bringing customers satisfaction at the University of Arusha. Its specific objectives included; to determine whether the University of Arusha is practicing customer care and customer satisfaction, to identify challenges of customer care and customer satisfaction at the University of Arusha and to identify mechanism to improve customer care and customer satisfaction at the University of Arusha. The study employed qualitative approach in collecting and analyzing data at the University of Arusha. Open ended questionnaires were used to collect data from 79 respondents. Findings revealed that respondents had a view that the University of Arusha is practicing customer care and customer satisfaction. Although, the study revealed that, employees in the office have less knowledge on customer care and skills that hindered effective provision of good customer care to customers and lack of commitment to offer a quality customer care service was also found to be a problem. Findings also indicated that there were mechanisms to remove the challenges such as training of customer care skills among the staff. The study concluded that, the customer satisfaction between main and town campus differed. It was also concluded that, inadequacy of facilities such as computer lab equipment were among the source of dissatisfaction. It was recommended that, training the staff on the customer care skills is essential in improving the customer care, the University should balance the services between the main campus and Arusha extension center which seems to be ignored.

### INTRODUCTION

Customer satisfaction is an important factor in the phenomenon of the construction process and customer relationship. As Construction Companys increases its antagonism, greater attention continues to be placed on customer relationships and satisfied customers. Customer satisfaction accredits construction companies to differentiate themselves from their competitors and create sustainable advantage. Those who buy the goods or services provided by companies are customers. In other words, a customer is a stakeholder of an organization who provides payment in exchange for the offer provided to him by the organization with the aim of fulfilling a need and to maximize satisfaction. Sometimes the term customer and consumer are confusing. Companies use

numerous forms of customer satisfaction accessions in developing and monitoring service offerings in order to manage and improve customer relationships. Measuring customer satisfaction has several benedictions for organizations: Improvement in communication between parties and enable mutual agreement, A recognition of the demand of improvement in the process, Better understanding of the problems, Interpretation of progress towards the goal and Monitoring and reporting accomplished results and changes.

Customer satisfaction has become one of the key issues for companies in their efforts to improve quality in the competitive marketplace. It can be seen as either a goal of or a measurement tool in the development of construction quality. The objective of this paper is to examine and deepen the understanding of customer satisfaction factors in the

construction projects. The following sections discuss these efforts with a literature review



## LITERATURE SURVEY

In general terms the role, the role can be defined as the act of a person's job, in the Indonesian General Dictionary, the role is an act done by someone in an event. Role is a dynamic aspect of a position or status. The role is a cornerstone of perception used by each person who interacts in a group or organization to perform an activity on the tasks and obligations. In fact, it may be clear and may not be so obvious. This clarity level will determine the level of clarity of the role of a person. According to Abu Ahmadi (1982) role is a complex of human hope on how individuals should behave and act in certain situations based on status and social function. While the ideal role can be interpreted as the expected role performed by the holder of such a role. Essentially role can also be formulated as a series of specific behavior caused by a certain position. One's personality also influences how that role should also be run. The role played essentially no difference, either played or played by top management, middle or bottom will have the same role.

Consumers are a very important asset because no single institution or company will be able to survive when left by their customer[11], so that communication with customers should be done as effectively as possible for the company to continue to establish good cooperation with customers. Form of communication that can be done against subscribes company is through customer service, that all activities undertaken company to maintain existing customers or consumers who are

becoming regulars[12]. Activities to establish relationships with customers (Customer Relations) in the business world is run by a special section called the customer service, because customer service is a frontline company that serves all the needs of the consumer satisfactorily including receiving complaints that are being faced and to deliver value and high customer satisfaction so that will be able to increase loyalty subscribers[1]. The role of customer service in creating customer loyalty by providing quality service to its customers is to do a Customer Relationship Management (CRM), process of maintaining and building customer relationships that benefit by providing value customer satisfaction are high so it will be able to increase customer loyalty by four activities are identified, acquire, retain, develop. Good communication to stakeholders will also create a good impression about the company and this will create a positive company image in the eyes of customers. Image itself that shows the impression of an object to another object that is formed by processing the information at any time from a variety of reliable sources[13]. Without armed with a positive image as a financial institution that is honest and trustworthy, then consumers will not feel confident to Integration. The image formed on the customers' perception of the performance of Integration will be an impact on customer loyalty.

Based on the theory of Smith cited by[14] that the Customer Relations is one or a set of people who use one or more products or services rendered. Customer Relations is a function that has the most contact with the external environment. Therefore customer relations play an important role in the agency. According to Tull and Kahle [15] defining customer relations as a fundamental tool are planned to achieve corporate objectives and develop a sustainable competitive advantage by entering the market of marketing programs that are used to serve the target markets.

Customer's perception on services provided Customer satisfaction is the state of mind that customers perceive about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase. It is obvious that customers are important stakeholders in organizations and their satisfaction is a priority to management. According to Turban (2002), customer care or service is a series of activities designed to enhance the level of customer satisfaction -that's, the feeling that a product or service has met the customer expectation. Customer service may be provided by a person such as sales and service representative, or by automated means called self-service like ATMs in financial institution. It is not easy to capture the customers perception on the services provided because the issue of satisfaction can refer to a number of different facts of the relationship with a customer. For example, it can refer to any or all of the following: satisfaction with the quality of a particular product or service, satisfaction with an ongoing business relationship, satisfaction with the price-performance ratio of a product or service or satisfaction because a product/service met or exceeded the customer's expectations (National Business Research Institute, 2017). Carelse (2017) in the other hand believes that, customer satisfaction is the customer's fulfillment response to a consumption experience or some part of it. Customer satisfaction is a pleasurable fulfillment response and the most common approach to operationalize customer satisfaction is to compare the customer's perception of an experience with their expectation. Therefore, the presence of customer satisfaction is the key toward the development of the entity. The perception of customer perception on the services provided depends on the following; A study by Yeboah, Gyawu and Add (2015) on restaurants and drivers in Ghana revealed that customers' perception towards the customer service practices among the restaurants are quite acceptable except that the industry needs some improvement in certain areas like frequent customer feedback as well as displaying their commitment to effective service delivery. Customers were particularly interested in their privacy when visit, tangible aspect of the restaurant, as well as showing commitment to serve their client

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