

LITERATURE SURVEY

UNDERSTAND NEEDS TO IMPROVE SERVICE BUILD RELATIONSHIP AND EFFECTIVE CUSTOMER CARE

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Abstract:

An online comprehensive Customer Care Solution is to manage customer interaction and complaints with the Service Providers over phone or through and e-mail. The system should have capability to integrate with any Service Provider from any domain or industry like Banking, Telecom Insurance, etc.

Customer Service also known as Client Service is the provision of service to customers its significance varies by product, industry and domain In many cases customer services is more important of the purchase relates to a service as opposed to a product

Customer Service may he provided by a Person or Sales & Service Representatives Customer Service is normally an integral part of a company's customer value propositions.

STRATEGY AND RELIEVE STRESS

Authors: Wellington, Patricia

Abstract:

The main objective of this Online Customer Care and Service Centre software is to develop an information system to store, maintain, update and process data relating to the shop. It will prepare various reports to aid in smooth and speedy functioning of Service Centre activities. Below are the objectives and goals.

Employees of all organizational levels and especially front-line need continuous training on how an organization achieve the status of being customer centric. For this purpose, customer care principles have to be reviewed and practiced.

