Literature Survey

PNT2022TMID11639

Project - Customer Care Registry

Contents

"Details matter. They create depth, and depth creates authenticity"

Basic Details

Ideation Phase	
Date	15 October 2022
Team ID	**PNT2022TMID11639**
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Maximum Marks	

Team Details

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What is a Literature Survey?

In a literature survey, **students analyze critically, and concisely earlier research and literature related to a particular research problem and utilize them for their own research purposes**. It helps students in concluding the significances of new research and its connections to earlier work.

Purpose of a Literature Survey:

Conducting a literature review **establishes your familiarity with and understanding of current research in a particular field before carrying out a new investigation**. After doing a literature review, you should know what research has already been done and be able to identify what is unknown within your topic

"If you define the problem correctly, you almost have the solution."

Problem Statement

I am Surya and I am a regular customer in famous e-commerce websites like Amazon, Flipkart. I order regularly. The problem I have is that in most of the times, I don't have any reliable sources to clear my doubts in some of the products I buy.

There are reviews and customer ratings in those websites, but somehow, I don't feel they are authentic and real. It would make my world if those replies were from a real expert, and I could clarify all my doubts in a single platform. Of course, I would need instant replies from a real expert who knows about the products I am asking for.

"The key to growth is the introduction of higher dimensions of consciousness into our awareness."

Introduction

Customer care describes how people are treated when they interact with a brand. This includes all experiences with the company and its employees before, during, and after a purchase. Customer care is an important aspect of customer service because it fosters an emotional connection with the brand's community.

Customer care isn't measured in the same way as customer loyalty or success. That's because things like loyalty and success are a by-product of caring for your customers. It's impossible to build a trustworthy, emotional connection with your customer base if you're too focused on measuring it. Customer care goes a step further by ignoring the metrics and instead fully investing in your customers' goals and needs.

Customer Care vs Customer Services:

Customer care is the process of **building an emotional connection with your customers**, whereas customer service is simply the advice or assistance your business provides them. Customer care is less quantifiable than customer service and is more concerned with one-to-one customer interactions.

While both functions increase customer satisfaction, customer service does this by answering questions and providing support. **Customer care, on the other hand, focuses on active listening and understanding the customer's emotional needs** as much as the physical or business ones.

Helpdesk

A help desk is a tool that organizes customer communication to help businesses respond to customers and support them more quickly and effectively. Using a help desk allows your support team to offer the best possible service experience to your customers.

Why do people use Helpdesk?

Every customer-facing team may have several people interacting with customers directly at the same time. If this is happening across multiple email accounts with various people, it gets tricky to minimize duplicated conversations, understand the complete context and know who the customer already interacted with at your company.

Helpdesk systems bring everyone's interactions into one interface and allow different conversations to be cross-referenced and used for more context in the customer experience.

Some basic functions for which businesses use a help desk include,

- Organizing customer requests as support tickets on a single interface.

- Categorizing and automating the flow of tickets to your support center.

- Assigning the tickets to customer support agents for issue resolution.

- Tracking the status of a request, both in terms of ownership and ticket duration.

Key benefits of helpdesk:

- Unify all of your support channels into one place

- Provide faster support to customers

- Boost your team's productivity

- Implement effective self-service options

- Gain critical insights on agent and team performance

Who can use helpdesk?

Help desk for small businesses

Running a small business means you have to go above and beyond to win customers' trust for your business to grow. You can't afford to lose customers due to mediocre customer service. You need to be on your toes, answer customer questions, take special requests, and sometimes hop on calls outside of regular hours

Help desk for enterprises

A good help desk for enterprise enables faster collaboration both between internal teams, and outside vendors, to help you deliver enterprise-grade customer service. The faster your teams, like engineering or product, can hop into your help desk and investigate critical, cost-bound issues, the better you can serve your high-value enterprise customers

Reference: https://www.helpdesk.com/

https://www.helpdesk.com/helpdesk-handbook/

Freshdesk

- Deliver faster support with an easy-to-use helpdesk software.
- With Freshdesk, we can:
    - Reduce the ticket volume by 27%
    - Improve average handle time by 25%
    - Close tickets up to 75%

Why Choose Freshdesk?

1. **Get started in minutes**
    - Start supporting your customers in no time without requiring an expensive onboarding plan or excessive handholding.

2. **Keep your team on the same page**
    - Enable 1:1 or group discussions and collaborate within your team or across other teams from within Freshdesk.
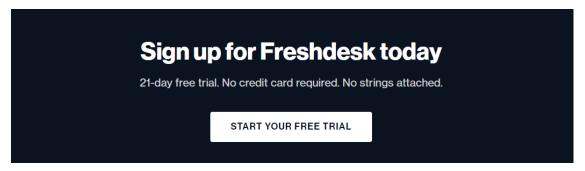
3. **Increase capabilities**
    - Boost your support strategy by integrating with 650+ apps on the Marketplace and resolve tickets more efficiently.

Features:

1. Offer real-time assistance remotely
    - Manage conversations across email, chat, phone, web, and social media on your helpdesk from wherever you are - all you need is a laptop or a cellphone.

2. Automate routine workflows

   - o Let your support operations run on autopilot while you focus on having meaningful conversations.

3. Deflect common customer questions

   - o Document FAQs, how-tos, and help-guides to help your customers and your team find answers quickly.

4. Gather insights effortlessly

   - o Keep tabs on team and agent workload and performance with custom reports and live dashboards that capture data in real-time.

Free trial for starters:

Sign up for Freshdesk today
21-day free trial. No credit card required. No strings attached.

START YOUR FREE TRIAL

Reference:

- https://freshdesk.com/helpdesk-software?
- https://freshdesk.com/resources/case-study/hamleys

Pulsedesk

Use a reliable help desk and customer self-services to respond to clients faster and relieve employees of routine work.

- Processing customer requests from different channels in one system
- One pricing for all functionality
- It does not require training, go-live in 30 minutes

Platform Features:

- Multichannel system
- Live chat
- Ticket system
- Automation of requests
- Knowledge base for clients

Ticket system:

Customer requests from all communication channels fall into the 'Requests' section, where all information is at hand. With convenient search functionality, SLA parameters, and flexible field settings, Pulsedesk will become your main tool for improving customer service.

Analyze and improve:

Set an unlimited number of limits for all operations in Pulsedesk. Closely monitor the quality of service and find out what problems prevent requests from being processed on time. Let efficiency go hand in hand with quality!

Reference: https://pulsedesk.com/

Conclusion

Thus, there are many customer service applications available on the internet. Noting down the structural components of those applications and building a customer care registry. It will be web application build with Flask (Python micro-web framework), HTML, JavaScript. It will be a ticket-based customer service registry.

Customers can register into the application using their email, password, and a username. Then, they can login to the system, and raise as queries as they want in the form of their tickets.

These tickets will be sent to the admin, for which an agent is assigned. Then, the assigned agent will have a one-to-one chat with the customer and the latter's queries will be clarified. It is also the responsibility of the admin, to create an agent.