

## **Literature Survey:**

1) "A conceptual model for proactive-interactive customer complaint management systems",Atefeh Atlikhan, A. Albadvi, A. Ghapanchi.

Existing models of customer complain management systems only focus on dealing with complaints.However, this author takes a more comprehensive approach to design a model which deals with causes of complaints and also attenuating the potential for complaints. Proactive-interactive complaint management model is capable to deal with causes of complaint - prevention - even before a complaint is made. This will help organizations reduce costs of losing customer and of course higher profitability

2) "Complaint Management- Review And Additional Insights",Amit Kumar, Dr. Anupriya Kaur.

Complaint management has emerged as a key concept in marketing. Theoretical foundation of this concept lies with customer relationship management. Complaint management is a multi-dimensional concept comprising of customer complaint behavior, complaint handling by firms and post complaint behavior of customers. Complaint management as a research theme gained pace after the year 1991, however it is mostly researched in developed countries in west such as USA, UK, Australia and Germany. By analyzing the distribution of articles across different parameters and highlighting the agenda for future research – the current study will serve as a valuable tool for researchers to understand the current scenario of complaint management research in marketing discipline and take complaint management as a research area forward.

3) "Justice and Customer Emotion's Effect on Complaint Handling Satisfaction: A Survey on Complaint Attitude Handling",Badaw.

To analyze the effect of distributive justice, procedural justice, interactional justice, and informational justice in complaint handling on customer's negative emotion, to analyze the effect of customer's negative emotion on complaint handling satisfaction, to analyze the effect of distributive justice, procedural justice, interactional justice, and informational justice on complaint handling satisfaction, to analyze how customer's negative emotion is mediating the effect of e justice, procedural justice, interactional justice, and informational justice on complaint handling satisfaction complaint handling satisfaction.

4) "Consumer Complaints: Advice on How Companies Should Respond Based on an Empirical Study",Gary L. Clark, Peter F. Kaminski, David R. Rink.

To investigate the impact of customer satisfaction of different types of company responses to letters of complaint. Considers the effects on consumers of various defensive marketing strategies: letter and free good, letter only, and no response.

Surmise that the results support the notion that appropriate defensive marketing strategies can improve the company's image among customers who write complaint letters.

5) "Customer complaints and organizational responses: the effects of complainants' perceptions of justice on satisfaction and loyalty", Osman M. Karatepe.

The path analysis reveals that apology, explanation, attentiveness, and effort are the four organizational response dimensions influencing interactional justice. Of the four organizational response options, attentiveness and effort have the largest effects on interactional justice. Path analysis shows that all justice dimensions exert significant positive effects on complainant satisfaction and loyalty. Of the three justice dimensions, the effect of interactional justice on complainant satisfaction and loyalty is stronger

than those of distributive and procedural justice. Discussions of the results, implications for hotel managers, and avenues for future research are presented in the study.

6) "An experimental study of online complaint management in the online feedback forum", Sang Jun Lee & Zoonky Lee.

Author developed hypotheses exploring the relations among previous customers' feedback in the online forum, successful complaint management against the negative feedback, and potential customers' initial trust toward online retailers. In an experimental study, tested the hypotheses using 68 college students that visit a forged online retailer selling used notebook computers. Results show that stores can recover from potentially damaged reputations through effective complaint management. The results also implicate that negative feedback adversely affects initial trust.

7) "Online Complaint Management System", Lovely Singh Bhadouria a, Nikunjay Kumar b Abdul Faisalc, Mrs. Suman Devid.

A Complaint Management System is considered one of contemporary productivity enhancement gear extensively by means of all companies and management. It provides an online way of solving the problems faced by the public by saving time and eradicate corruption. The objective of complain management system is to make complain easier to coordinate, monitor, track and resolve by tracking the status of complaint done by public to the department.

8) "Complaining Customers as Innovation Contributors", Julia Meik, Christiaan Brock and Markus Blut.

This process an under researched field of customer integration into service innovation processes by combining knowledge from two substantive research areas- customer complaint management and service innovation management.

9) "An Analysis of Online Customer Complaints: Implications for Web Complaint Management",Yooncheong Cho, Roxanne Hilz, Jerry Fjermestad.

It includes handling customer dissatisfaction accompanies web customer complaint management and e-CRM. It provides excellent online customer services and responds to customer complaints fast.

10) "The Study of Customer Complaints Management Based on System Dynamics: Modelling and Simulation",Jin-Lan Liu, Jiankang, Yin Bai, Xin Zhang.

It based on the relationships among customer satisfaction repeated purchases customer loyalty complaint voicing rate and complaint dealing ability

11) "Literature review on complaints management",Merlin Stone.

White paper project commissioned by a hi-tech client to help them understand how the management of problems affects the management of customer relationships. It excludes a section on social media, which was too client specific and therefore confidential to be published.

12) "Customer Satisfaction Study Of The Mumbai Metro Service",Mona N. Shah, Vineet Raitani, Aditya Oza and Kunal Gupta.

In this study they investigated about the service quality of the metro service based on the performance leading to customer satisfaction. The survey was conducted and analyzed with SPSS tool. This survey is based on Gap 5 SERVQUAL model and identified the level of satisfaction with their parameters.

13) "Critical Criteria on Client and Customer Satisfaction for the Issue of Performance Measurement",Pooria Rashvand and Muhd Zaimi Abd Majid.

The outcome of this paper is to establish the client and customer satisfaction criteria as the two key stakeholders in construction project for the issue of performance measurement based on the reviewed data. The methodology of this study is based on comprehensive literature review of performance measurements for client and customer whereby the data were analyzed, using the metrics which the additive number of each customer and client-satisfaction criteria are occurring in previous study. From the metric analysis, the common factors for customer and client satisfaction were ranked. From the analysis of this paper, it can be concluded that expectation and perception are the two common critical satisfaction criteria for client and customer that must be considered where the satisfaction is required.

14) "Customer Satisfaction in Home Building",Zeljko M. Torbica and Robert C. Stroh.

This study examines the home builder's performance measured by the home buyer's satisfaction. In this paper 16 home builders are participated and 300 valuable inputs are used & model for the customer satisfaction is evaluated.

15) "Assessment of Satisfaction with the Quality of Education: Customer Satisfaction Index", Natalia Yanovaa.

In this paper, monitoring the opinions of consumers of educational services is an effective tool for management decisions to optimize the educational policy in feedback mode. Consecutive improvement of public assessment measurement tools provides a more accurate and reliable feedback from consumers of educational services.

16) "Management for Customer Satisfaction within Construction Projects", Jam Shahzaib Khan and Salim Khoso Strategic.

In this paper they initiated how the customer satisfaction is practiced in the Pakistan region and developed the model with the project management tool. The application of the strategic management is carried out in that region and analyzing the outline incentives and barriers in implementing and delivering corporate social responsibility in with in construction projects.

17) "Impact Of Product Innovation On Customer Satisfaction And Customer Loyalty", Samira Dezhkam, Farzaneh Ghanbarpoor, Nazanin Shabani, Forooz Pishgar and Mahboobeh Ashoori.

In this paper is to on customer orientation in two major ways. Customer assimilation has typically been measured by self-reports from service employees. Customer acclimatization has been shown to have a positive impact on performance. From this analysis, improving customer satisfaction has been identified as one of the major challenges in the whole construction industry. Customer orientation and transformation management and have been widely recognized as key factors in enhancing the business performance.

18) "Assessment of Client's Needs and Satisfaction at Various Stages of Building Projects Delivery Process in Lagos State", Tunde Akinola Folorunso and Oluwaseyi Alabi Awodele.

In this study, the clients needs and satisfaction based on the attached level of importance and the perceived level of satisfaction from the local building contractors were discussed. A structured questionnaire was used for the study and obtain the data were statistically analyzed to find out mean importance indices and mean satisfaction indices, the mean indices differences and the significance of the differences using t-test.

19) "Satisfaction in Apartment Buildings: The Case of Jordan", Ghaleb J. Sweis, Rana M. Imam, Ghaith M. Kassab and Rateb Sweis Customer.

In this paper, convergences on apartments in Amman (the Jordanian capital) to identify, describe, and measure factors contributing to customer satisfaction with

apartment housing. Four segments were chosen to integrate significant variation in the apartments 'materials, finishes, amenities, and budgets into the data. They conducted a survey to explore customer satisfaction with apartment housing in Amman. Residents in zone A were found to be the most satisfied with their apartments. In addition to identifying the zone which contained the most satisfied inhabitants, we identified variables that significantly affect resident's satisfaction with their housing.

20) "Understanding Customers' Satisfaction in Construction Industry in Nigeria",Abayomi Omonori and Akinloye Lawal.

This paper showed that customer satisfaction has a positive effect on the contractor's patronage. The study also authorized that there is significant correlation between customer's satisfaction and patronage in the construction industry. It can be concluded that for any construction project, the delivery within the budget of the customer is very important in order to satisfy the customer. The study also revealed that the customer satisfaction affects the future of the company and increases the cash flow/profit of the company.

21) "A Review Of Customer Satisfaction Factors In Libyan Housing Projects", Abdulhamid Shebob, Amit Mhalas and Raj Kapur Shah.

In this paper, the satisfaction factors of customers including quality aspects of products and services in the construction projects were analyzed. A framework was developed to evaluate the dynamics relationship between customer satisfaction and quality products or services, aiming to help companies' managers and policy makers to understand the needs and points of view of their customers. And results indicate that there is a high demand of improvements in the contractor's performance in terms of cost, time and quality of products.

22) "Customer Satisfaction in Construction Industry",P.Meenakshi.

The main objective of the study is to find the parameters of customers who bought flat. The survey is conducted with the questions farmed by considering the points given by both customers as well as the flat promoters. The questionnaire survey was conducted among two types of customers. The survey results were analyzed and identified the important factors of customer satisfaction.

23) "Study of Factors Affecting Customer Satisfaction for Residential Flats in Surat and Ahmedabad city in Gujarat Region of India",Rathod Piyush, Dr.Rajiv Bhatt and Dr. Jayesh Pitroda.

In this paper, factors affecting the customer satisfaction among the residential flats are analyzed in the region. They find the satisfaction and un satisfaction factors from flat owners .They find out the factor for customer service satisfaction and un satisfaction factor such as Builder reputation, Materials & Method Used In Construction, Location Of The Building, Aesthetic Appearance Of The Building,

Security Provisions, Fire Safety and Protection, Size and space of rooms, Drawing Or Living Room, Bathroom, Area Calculation, Ventilation, Water supply, Parking, Recreational Facilities and Interiors of building.

24)"Quality Management Practices And Customer Satisfaction Antecedents In Government Construction Projects",Chimene Obunwo; Ezekiel Chinyio and Subashini Suresh.

The findings from the study indicate that there exists a relationship between the outlined quality management practices and customer satisfaction while handling government construction projects. Analysis of the empirical data obtained shows that the antecedents of customer satisfaction are greatly influenced by the adopted strategy to implement quality management.