CUSTOMER CARE REGISTRY

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LITERATURE SURVEY

CLOUD APPLICATION DEVELOPMENT

Customer Relationship Management (CRM)

Marshall Hargrave

Customer relationship management (CRM) refers to the principles, practices, and guidelines that an organization follows when interacting with its customers. From the organization's point of view, this entire relationship encompasses direct interactions with customers, such as sales and service-related processes, forecasting, and the analysis of customer trends and behaviors. Ultimately, CRM serves to enhance the customer's overall experience. Customer relationship management includes the principles, practices, and guidelines an organization follows when interacting with its customers. CRM is often used to refer to technology companies and systems that help manage external interactions with customers. Major areas of growth in CRM technology include software, cloud computing, and artificial intelligence.

The Role Of Customer Service Through Customer Relationship Management (CRM) To Increase Customer Loyalty And Good Image

Gede Juanamasta

This research background is a number of problems faced by the company can make a bad company image and reduced levels of consumer loyalty. To avoid harming the image of the company then the company must focus on service to consumers. Service to consumers is very important in increasing the satisfaction of its customers, due to the company customers is the most important asset in which consumers provide andilo is significant in the development of the company's reputation. Customer Relationship Management (CRM) to improve customer loyalty and good image .

Design And Implementation Of Customer Service Complaint Portal

Hassan Adamu

The study adopted descriptive survey design involving quantitative research and targeted customers of the KEDCO Hadejia Business Unit. The customers were classified into two segment that is corporate customers who were 180 and domestic customers who were 460 totalling to 640. Probability random and stratified random sampling techniques were used to select 90 corporate customers and 230 domestic customers for the study sample size. The study used both primary and secondary sources of data using questionnaires and interview schedules as the research instruments. Data were analyzed using descriptive statistics. Therefore, introduction of the computer oriented approach would overcome the challenges faced in the manual based which is expected to eliminate the shortcomings of the existing system.

Customer relationship management: digital transformation and sustainable business model innovation

Hermenegildo Gil-Gomeza

The point of departure for this study is the understanding of customer relationship management (CRM) as a set of technological solutions key for efficient business management the benefits of which, highlighted by previous works, are presented and defined here as crucial for entrepreneurial success. Of particular interest for this purpose are the existing studies on sustainability, which provide a viable research model to assess and validate the potential effect of each CRM component (sales, marketing, and services) on the three dimensions of sustainability (economic, environmental, and social)

An online comprehensive Customer Care solution is to manage customer interaction and complaints with the service Provider over email. 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 customer its significances varies by product, industry and domain. In many cases customer service is more important if the purchase relates to a service as opposed to a product.