

## **TOP IDEAS**

### **CUSTOMER CARE REGISTRY**

1. Customer Care Registry is an application that has been developed to help the customer in processing their complaints. The customers can raise the ticket with a detailed description of the issue. An Agent will be assigned to the Customer to solve the problem. Whenever the agent is assigned to a customer they will be notified with an email alert. Customers can view the status of the ticket till the service is provided. An online comprehensive Customer Care Solution is to manage customer interaction and complaints with the Service Providers through 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 may be provided by a Person or Sales & Service Representatives Customer Service is normally an integral part of a company's customer value proposition.
2. 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 if the purchase relates to a service as opposed to a product. Designing the proposed system would enable the faraway customers to render complain easily and swiftly and the system would help the organization to address the issue of proper documentation and retrieval of their customer's complaints. 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.
3. The customer relationship management (CRM) is 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). 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 its significant in the development of the company's reputation.