

Literature Survey

AUTHOR	PAPER TITLE	YEAR	JOURNAL	CRITICS
Isoherranen, V., & Majava, J	Customer care excellence in the new product development process: a case study.	2018	International Journal of Value Chain Management	Unexpected product problems can appear in the product maintenance phase, such as problems related to challenging operating conditions (e.g., dust, moisture) in developing countries, software issues, and quality problems related to sensitive parts
Dave Webb	Customer Care, Customer Satisfaction, Value, Loyalty and Complaining Behavior:Validation in a UK University Setting	2017	Journal For Consumer Satisfaction, Dissatisfaction and Complaining Behavior	This Study Sought to investigate Customer Care in a single university setting. An extension of this study to include additional tertiary institutions and likewise, other consumer setting would further contribute towards the development of our understanding of customer care related issues.
Stephanie Lotz, Julian Raabe, and Stefan Roggenhofer	The role of customer care in a customer experience transformation	2018	McKinsey Company	Lack of real-time human-to-human interaction
JULIE M. SLOWIAK	"How May I Help You?" Improving Telephone Customer Service in a Medical Clinic Setting	2014	Journal of Organizational Behavior Management.	Some details of customers are missing.
Ms. Sneha Alve , Ms.	Web Application for Complaint Tracking	2017	International Research Journal of Engineering	Issue in integrate a customer.it is still in

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Vishakha Babardesai , Ms. Sneha Bhosale, Ms. Siddhi Kapadi, Prof. Atul. B. Yadav	and Resolving		and Technology	R&D.
Lovely Singh Bhadouria , Nikunjay Kumar Abdul Faisalc , Mrs. Suman Devid	Online Complaint Management System	2021	Turkish Journal of Computer and Mathematics Education	This is only a complaint site.unable to statisfy the customer needs.
Merlin Stone	Literature review on complaints management	2011	Journal of Database Marketing & Customer Strategy Management	There is no Relational connect in Database
Yohane Matanga	The Role of Customer care in bringing Customer Satisfaction in Private Universities. A case of University of Arusha, Tanzania	2020	International Journal of Research and Innovation in Social Science	It is Essential for the Staff to get trained on the Customer care skills bases
Cory J. Wilkin Angela C. Hunt Marc C. Shartzter	CUSTOMER SERVICE	2019	Marc holds an M.S. in Industrial/Organizational Psychology and professional certificates in Human Resources Management, Project Management, Technical Writing, and Business Management.	It needs more Importance and Understanding to Cultural Differences.
Judy Zolkiewski Barbara Lewis	An Assessment of Customer Service in Business-to-Business Relationships.	2010	"Using the Internet for Consumer Behaviour Research: a Guide to the Challenges and Opportunities of the Internet as a Survey Medium", Journal of Customer Behaviour	contextual perspective on customer satisfaction and dissatisfaction in industrial markets