

## **LITERATURE SURVEY**

### **1.Customer Service Max Retail.**

Reference link: <https://bbamantra.com/project/internship-customer-service-max-retail/>

The basic purpose of the report is to interact with different people to find their awareness toward the Max retail products and services. Sales department of Max retails is divided in two parts one is general sale and the other is corporate. Max also do many promotional activities of to aware the customer. They do many kinds of events like road shows , organizing events at public places .department also provide many offers to customer like discount offers, membership card etc.

### **2.Customer Care.**

Reference link: <https://www.scribd.com/document/452190381/CUSTOMER-CARE-PROJECT-REPORT>

The existing system is a semi-automated at where the information is stored in the form of excel sheets in disk drives. The information sharing to the volunteers ,Group members ,etc. is through mailing feature only. The information storage and maintenance is more critical in the system. Tracking the member's activities and progress of the work is a tedious job here. This system cannot provide the information sharing by 24x7 days.

## **SOLUTION OF THESE PROBLEMS**

The development of this new system objective is to provide the solution to the problems of existing system. By using this new system, we can fully automate the entire process of the current system. The new system would like to make as web-enabled so that the information can be shared between the members at any time using the respective credentials. To track the status of an individual process, the status update can be centralized using the new system. Being a web-enabled system, the process can be accessed across the world over net.

### **3. online customer service system**

Reference link: [https://1000projects.org/online-customer-service-system-project-source-code-in-asp-net-and-project-report.html#google\\_vignette](https://1000projects.org/online-customer-service-system-project-source-code-in-asp-net-and-project-report.html#google_vignette)

Achieving and maintaining a successful Help Desk operation can depend on a number of pre-requisites that need to be in place. These components have been identified from surveys covering a wide range of help desk facilities .Set clear, realistic and quantifiable goals and objectives Understand your customer requirements and carefully plan the Help Desk structure. The main goal of problem management is in the detection of the underlying reasons for a particular incident and the resolution and prevention of future reoccurrence of that incident through problem elimination.

