LITERATURE SURVEY ON CUSTOMER CARE REGISTRY

**TEAM MEMBERS:**

Vigneshwaran D

Suresh kumar R

Suriyan D

Azil Krishnan S

* Customer care is a way of dealing with customers when they interact with your brand, products, or services to keep them updated. Customer care is a service which focuses on building emotional connections between products and customers.
* The conclusion, Effective customer care system not only brings great benefits to the service but also benefits of customers. Because customers are the important one who bring benefits to the firms.

EXISTING SOLUTION:

1. <https://doi.org/10.1016/j.elerap.2006.04.009>

2. <https://doi.org/10.1111/jscm.12000>

REFERENCE:

1. <https://doi.org/10.1037/0021-9010.88.1.179>

2. <https://doi.org/10.1111/0952-1895.00151>

|  |  |  |  |
| --- | --- | --- | --- |
| **TITLE AND AUTHOR(S)** | **TECHNIQUE (S)** | **FINDINGS** | **PROS & CONS** |
| Product Quality And Service Quality  Yusuf Indra Wibowo Management Program, Open University, Indonesia. | PT. PLN | There are many other factors that affect Customer Satisfaction and also increase the levels of  complaints, apart from Customer Satisfaction and Complaint Levels  Of all types., | P: Prices, Promotions and Digital Services.  C: Supports theoretical studies. |
| Development of an Expert System-Oriented Service Support Help Desk Management System  Abrar Hasin Kamal, [Mohammad Obaidullah](https://link.springer.com/chapter/10.1007/978-981-13-7564-4_57#auth-Mohammad_Obaidullah-Tusher) [Tusher](https://link.springer.com/chapter/10.1007/978-981-13-7564-4_57#auth-Mohammad_Obaidullah-Tusher),  [Shadman Fahim Ahmad](https://link.springer.com/chapter/10.1007/978-981-13-7564-4_57#auth-Shadman_Fahim-Ahmad), [Nusrat Jahan Farin](https://link.springer.com/chapter/10.1007/978-981-13-7564-4_57#auth-Nusrat_Jahan-Farin) & [Nafees Mansoor](https://link.springer.com/chapter/10.1007/978-981-13-7564-4_57#auth-Nafees-Mansoor) | Expert system automation(AI model) | The functionalities of a service center that could not be achieved by humans only. The proposed system also incorporates AI to a part of it making it semi-AI driven | They interaction of AI-based system through user compliance and feedback. |