

LITERATURE SURVEY

Customer Care Registry

Author name : Merlin Stone

Year of publishing : 1 st June 2011

Description :

Merlin Stone is Head of Research at The Customer Framework. He is a leading expert in customer management, including strategies and tactics for customer recruitment, retention and development and has been a leading contributor to the development of the customer management assessment methodologies for which The Customer Framework is best known. He is author or co-author of many articles and 30 books on customer management. The UK 's Chartered Institute of Marketing listed him in 2003 as one of the world 's top 50 marketing thinkers, he was nominated as one of the 20 most influential people in the direct marketing industry in a Precision Marketing readership poll in 2003.

Author name : Wangenheim & Bayon

Year of publishing : September 2019

Description :

Customer satisfaction (CS) has attracted serious research attention in the recent past year. Customer satisfaction is now for all companies the primary criterion for the assessment of their relationship with the market, a permanent object of their operating policies and an important element for the reinforcement of company reputation, as well as a fundamental guide to direct operational processes. So this paper is done in order to have a deeper understanding of the customers' satisfaction but especially to help the

students, the managers and also all people who can use it. We will be going to see some definitions of the customer satisfaction, factors affecting customer satisfaction, and also measuring the customer satisfaction.

Author name : Arnaud

Year of publishing : 1987

Description :

offered four dimensions of service that form a system in which the elements can reinforce one another or weaken them. The Technical dimension is the heart of the service offer, the technical solution, in which some variables are more visible than others. The Relational dimension impacts on the maintenance of credibility over time, and the Functional dimension concerns how service is delivered and the added value. The Institutional dimension is a result of the other three dimensions.

Author name : Wouters

Year of publishing : 2001

Description :

considered the role of customer service in vendor selection criteria when it can be either an order qualifier – i.e. a set of requirements that a supplier has to meet, or an order winner- i.e. a set of performance specifications that are important but not automatically expected by the customer. He delineated Reliability services (availability, delivery reliability, quality of deliveries) and Responsiveness services (communication skills, commercial flexibility). His fieldwork indicated that critical to achieving customers' service objectives were supplier performance with respect to production flexibility, complaints handling and order processing. Problems

were found to be related to keeping to delivery times, order processing and communications. His conclusions were that customer service is still seen mainly as an order qualifier. The order winning potential lies in the responsiveness of organizations, i.e. the communication and information aspects regarding the supply process. So, customer service is important during the buying process but its order winning capability is often not addressed explicitly.