

LITERATURE SURVEY ON CUSTOMER CARE REGISTRY

CUSTOMER CARE :

Customer care is more than just providing great customer service. It's a proactive approach to providing information, tools, and services to customers at each point they interact with a brand.

High-quality customer care is proactive. The needs of customers throughout the buyer's journey are anticipated, making customers feel supported. That, in turn, helps create an emotional connection between the customer and the company.

THE CHALLENGES IN CUSTOMER CARE:

Consumer expectations are extremely high, putting increased pressure on companies to improve their customer relationships.

In addition, poor customer care is costly. That same Forrester report showed that ecommerce retailers suffer, on average, USD 22 million in unnecessary service

costs due to channel escalation. Adding to this pressure is the number of customer service channels today. Social media, email, call centers, chatbots, and text add numerous touchpoints and complexity to customer service operations.

CUSTOMER CARE REGISTRY:

Customer care registry is a process by which data from customer behavior is used to help make key business decisions via market segmentation and predictive analytics. This information is used by businesses for direct marketing, site selection, and customer relationship management. Marketing provides services in order to satisfy customers. With that in mind, the productive system is considered from its beginning at the production level, to the end of the cycle at the consumer. Customer analytics plays an important role in the prediction of customer behavior.

CUSTOMER CARE AND COMPLAINT REGISTRATION MANAGEMENT SYSTEM:

This software has been developed for a cellular company Concerning all the details

given by company. By this software anyone can handle customer complaint details without any difficulty. To maintain customer complaint details and to generate the complaint report to the clients they have to maintain the following information in various files:

In the first file they record the client's personnel information, such as client code, client name, address, etc. this details are entered in this file when the new client comes into the organization.

The second file is used to record the product details of each individual product, this file, this file contain the detail like the product code and all other details concerning about products.

The third file records the complaints of the customers, which we received from the customers. Each complaint is assigned a separate a CCR No. I.e. Customer Complaint Number. This file records the detailed description of the complaint. Against each CCR No.

Online Customer Care and Service Center:

In the present system all the features are performed either manually or with the help of word processor. While providing services to its customers, the present computer service centers generally keep the details of the customers and products in word documents, spreadsheets or paper register, and the management of all records is illegal to some extent.

There are problems relating redundancy of data like customer name and address, details of their account and also allocation of duties to the employees. When a customer takes some kind of services, the charge is calculated manually, and this process is time consuming. Also, regular and overtime duties are not maintained properly. This leads to improper calculation of employees payroll and calculation becomes quite complicated for every employee.

Another problem usually faced by the organization which has been solved in the proposed Online Customer Care and

Service Center Project is the frequent complaints by the customers for not getting timely services. This is due to the improper working schedule of employees and the method for keeping the records.

Here, the owner has to keep a watch on everything of their service center at all times. In this case, it is nearly impossible to get the details and records of the status of services when required. All this makes the owner the key person to handle the whole working system, and henceforth the workload is not shared by equally amongst the people running the service center.

In the present system, there are no facilities to properly handle the human resources such as staff information, their attendance and monthly salary records, account handling, customer details, etc.

Complaint management system:

this project is aimed at implementing a complaint management system which will

exclusively:

- receive daily complain from custom
- Allow customer to registered and obtain username and password to login into the system and lodge in their complain as well as to view previous compla
- Simultaneously update changes made to any data, item in the entire databas
- ¶ Efficiently provide a medium through which authorize personel can attend to those complain from customers from any location.