

# **CUSTOMER CARE REGISTRY**

## **LITERATURE SURVEY**

### **INTRODUCTION**

Customer care registry is one of the important things in the management of every organisation or industry. Every organisation or industry has a common goal which is to improve their level or state more than the current level or state. Customers are the backbone of the organisation or industry growth. Organisation's growth can be only done by satisfying customers. But if there are some problems faced by customers while using the organisation's products, customers feel bad about the organisation. So, the customer care registry plays a major role to give solutions to the problems which are faced by customers. Nowadays all organisations and industries have their own customer care department to rectify the problems faced by customers. Even though all organisations have a customer care department, many organisations are not properly doing the customer care service. So, many customers choose another service which is provided by another organisation for better customer care support. This is the main problem faced by the customer care department.

### **EXISTING SOLUTION**

Many organisations have caller help for customer care support. Many organisations have a message type of customer care service. Customers can call the customer care department and ask some queries about the problem they faced and how to rectify them and why that problem happened.

When a customer calls the customer care, any one in the customer care department should attend the call and answer the customer. It will be good if a small number of customers call them. But many customers may have to call the customer care service, so this needs lots of manpower. Many organisations have this type of customer care support till now.

# LITERATURE REVIEW

Customer care plays a major role in the success of a business. It involves looking after customers to best ensure a delightful interaction and satisfaction with a business as well as its goods, services, and brand. Instead of just making a sale, good customer care ensures that customers are cared for, their needs are listened to, and they get help in finding the right solution. In many cases, customer care moves a step beyond basic customer service by building an emotional connection.

Good customer care means helping customers in an efficient manner that goes beyond their expectations. The success of a business and customer care are intertwined and this is one of the reasons why many businesses are focusing more on offering their customers with excellent services.

One of the most important aspects of a customer service is that of what is often referred to as the "Feel Good Factor." Basically the goal is to not only help the customer have a good experience, but to offer them an experience that exceeds their expectations. Several key points are listed as follows:

**1. Know product** - Know what products/services you are offering back to front. In other words, be an information expert. It is okay to say "I don't know," but it should always be followed up by "but let me find out" or possibly "but my friend knows!" Whatever the situation may be, make sure that you don't leave customers with an unanswered question.

**2. Body Language/Communication** - Most of the communication that we relay to others is done through body language. If we have a negative body language when we interact with others, it shows that we don't care. Two of the most important aspects of positive body language are smiling and eye contact. Make sure to look customers in the eye. It shows that we are listening to them and hearing what they are saying. And of course smiling is more inviting than a blank look or frown.

**3. Anticipate Guest Needs** -Nothing surprises customers more than an employee going the extra mile to help them. Always look for ways to go above and beyond the expectations of customers. In doing so, it helps them to know that you care and it will leave them with a "Feel Good Factor" that they are searching for.

## **CONCLUSION**

As the organisation grows, its customer satisfaction also grows too. Customer care plays an important role in an organisation's success and its product's success. Even though many organisations have many types of customer care support, still customers struggle to rectify the problems they faced. In order to fulfil the customer's expectation or exceed customer's expectation still organisations are working hard. Customer care is the one which helps them to find out what customers want, need and their expectations. So, the research is now still going for improving customer care support. Still now there is customer care not being satisfied by many customers. So this shows scope in this customer care support improvement survey.