S. NO	PAPER TITLE	PAPER CONCEPT	ADVANTAGE	DISADVATAGE
1.	Shafiq Darwish Alabri,Suzilawti Kamaruddin,Abdul Rehman Gilal, Jafreezal Jaafar,Izzatdin Abdul Aziz,"The moderation influence of power Distance on the relationship between technological factors and the successful implementation of citizen relationship management in the public sector",IEEE Access, pp.132446-132465,2020.	Customer relationship management is Curently an important Strategic tool used by organisations to gain competitive advantages.However since the implementation of a CRM system is not risk free, it is important to know about the factors that influence its success.	The advantage of this approch is that at the end of each iteration the result is a running system which allows for imediate feedback.It is important because very hard if possible at all, to gain a relatively precise and complete specification of a system in one big step.	The disadvantage of the system is costly implementation of the huge cost spent by the business.CRM data can be obtained and missused by other parties(Third party access)
2.	Muthuswamy Shanmugaraja,Muthuswamy Nataraj,Nallaswamy Kunasekaran. "Customer care management model for service industries" 2010,2,145-155	This paper describes a model for Customer care Management in an automotive service industries.It as developed as a structured complaint management practice which warrants the timely responce to customer complaints and speedy resolution for survival in todays customer driven market.	The Advantages of QFD, is one of the important analyses for companies to keep competitive edge.	The disadvantage of In this new approch , the inter relationships between solution factors or not concederd.

3.	Josephine D.German, Aaron David H.Cabacungan,"Customer awarness andsaisfaction analysis on the use of motor cycle taxi application in the phillippines",2021.IEEE 8th International confrence on industrial Engineering and Application(ICIEA), CPP.637-642,2021.	Motor cycle Taxi Application (MTA) are alternative used by commuter at present to awoid experiencing traffic congestion and break down in public transfortation.The customer Satisfaction index(CSI) model was used to measure the customer satisfaction.	A CSI value of 76.86% was also computed, Signifing that customer in the phillipines were satisfied in using the various empty application.	That suggest the features and services in the application can still we further improved to continue providing adequet service and increase customer satisfaction.
4.	Saria safdar,Shoab Ahmadkhan,Arslan shaukat, "Customer Experience Management for automation,data collection and methodology",2019. International confrence on information and communication Technology convergence(ICTC) pp.1354-1358,2019.	The rapid growth of information in all field in the era of globalization allows everyone will need the information Technology. This service will contributes to companies,organization or institution that utilize it.	Public Service to the better in every way, so that the public service or customer of a company until the institution need to be considered. Can acess information easily, quickly and anyware.	Servie was Slow in the current era and cannot be anticipated will have less impact the development of the business. Society can be served well ad didn't know the time.
5.	Si-Ahmed Nass, Stephan Sigg," Real time emotion recognition for Sales" and "Customer Satisfaction Servey",2018. 16th international Confrence on mobility,sensing and netwoking(MSN).pp.584-591,2018.	This paper proposes an emotional agent model for the analysis of the CSS. The agent capture and aggregates the feedback of each item of the servey individually and produces a comprehensive emotional state. It deploys an emotinal agent to abserve customer feedback of a particular product or service.	Customer Satisfction survey which one of the best method to find out whether the customer are satisfied is asking them.	The ability of the software agent do not know the type of condition that generate emotional state regarding a particular behavior or event requirea speific domain knowledge and emotion mechanism.