**LITERATURE SURVEY-CUSTOMER CARE REGISTRY**

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| Date | 06 November 2022 |
| Team ID | PNT2022TMID47367 |
| Project Name | Customer Care Registry |

1. LITERATURE NAME: Online Customer Experience: A Review of the Business-to-Consumer Online

Purchase Context

AUTHOR: Susan Rose, Neil Hair, Moira Clark PUBLISHED ON: 2011

OBJECTIVE:

The output of the research proposed in this paper would lead to effective measurement scales for the emarketer to use in the identification of relevant inputs and outputs of an effective OCE for retail

websites. The proposed framework suggests that e-marketers need to be aware that, while functional

performance of a website is important (as embedded in the proposed antecedents, e.g. easy navigation,

usefulness, information provision), it is also important to understand the experiential state of customers

and the responses they are likely to generate. Managerial effort tends to focus on the former in terms of

the development of website performance. Consumer research should focus upon understanding the

emotional and cognitive state of customers both during and following the online purchase process, and

understanding how to adjust the features of a website to improve these. At the same time, there may

be differences in the relevance of different experiential states, depending on the nature of the product

or service type being delivered via the website.

2. LITERATURE NAME: Online Customer Experience: A Literature Review

AUTHOR: Vicente Guerola-Navarro, Hermenegildo Gil-Gomez, Raul Oltra-Badenes & Pedro Soto-Acosta

PUBLISHED ON: 2022

OBJECTIVE:

Marketing is one of the areas in which the expectation of impact is greatest through the use of CRM

technological solutions and the culture of customer relationship management itself. Specifically, and

within the general concept of marketing, entrepreneurial marketing is one of the areas with the greatest

projection both at the business level and at the research level. This section initially analyzes the concept

and relevance of entrepreneurial marketing, and then the concept and evolution of CRM solutions, to

later proceed to establish the marketing approach to the CRM customer-centric management theory, all

of it as previous stages for finally stating the state of the art on the impact of CRM on entrepreneurial

marketing specifically.

3.LITERATURE NAME: Customer Experience Management in Online Retailing- A Literature Review.

AUTHOR: Ebenezer Paul Rajan

Karpagam Academy of Higher Education PUBLISHED ON: 2015

OBJECTIVE:

In this paper they described the customer care concept with the help of CEM. Customer experience

management (CEM) is the collection of processes a company uses to track, oversee and organize

every interaction between a customer and the organization throughout the customer lifecycle. The

goal of CEM is to optimize interactions from the customer's point of view and, as a result, promote

customer loyalty. Customer experience management (CEM) is defined as “the discipline of managing

and treating customer relationships as assets with the goal of transforming satisfied customers into

loyal customers, and loyal customers into advocates of your brand.”A customer experience is an

interaction between an organization and a customer as perceived through a customer’s conscious

and subconscious mind. It is a blend of an organization’s rational performance, the senses

stimulated and the emotions evoked and intuitively measured against customer expectations across

all moments of contact.

4.LITERATURE NAME: A Study on customer Satisfaction towards Online Shopping

AUTHOR: Shenbhagavadivu Thangavel PUBLISHED ON:2015

OBJECTIVE:

This paper tells as, having access to online shopping has truly revolutionized and influenced our society

as a whole. This use of technology has opened new doors and opportunities that enable for a more

convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which

online shopping influenced people from all over the world. However, this concept of online shopping led

to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for

criminals to manipulate the system and access personal information. Luckily, today with the latest

features of technology, measures are being taken in order to stop hackers and criminals from

inappropriately accessing private databases. Through privacy and security policies, website designers are

doing their best to put an end to this unethical practice.