LITERATURE SURVEY

A literature review surveys books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory, and by so doing, provides a description, summary, and critical evaluation of these works in relation to the research problem being investigated.

Project Statement

Consultants working on commercial projects often fail to take account of the deep and broad academic literature on the topic on which they are working. Because of his position as a hybrid academic and consultant, the author is obliged to keep closely in touch with the different literatures for the areas in which he teaches – broadly marketing, customer relationship management, customer service and branding. As the number of management journals increases, so the supply of research-based articles increases, and it becomes harder for practitioners to stay in touch with it. The author has therefore identified that a critical role in his research projects for clients is to review the academic and other literatures for clients. This particular literature review was part of a white paper project commissioned by a hi-tech client to help them understand how the management of problems affects the management of customer relationships. It excludes a section on social media, which was too client specific and therefore confidential to be published. Social media will be the subject of a later paper.

Project Identification

This Application has been developed to help the customer in processing their complaints. The customers can raise the ticket with a detailed description of the issue. An Agent will be assigned to the Customer to solve the problem. Whenever the agent is assigned to a customer they will be notified with an email alert. Customers can view the status of the ticket till the service is provided.

Admin : The main role and responsibility of the admin are to take care of the whole process. Starting from Admin login followed by the agent creation and assigning the customer's complaints. Finally, He will be able to track the work assigned to the agent and a notification will be sent to the customer.

User: They can register for an account. After the login, they can create the complaint with a description of the problem they are facing. Each user will be assigned with an agent. They can view the status of their complaint.
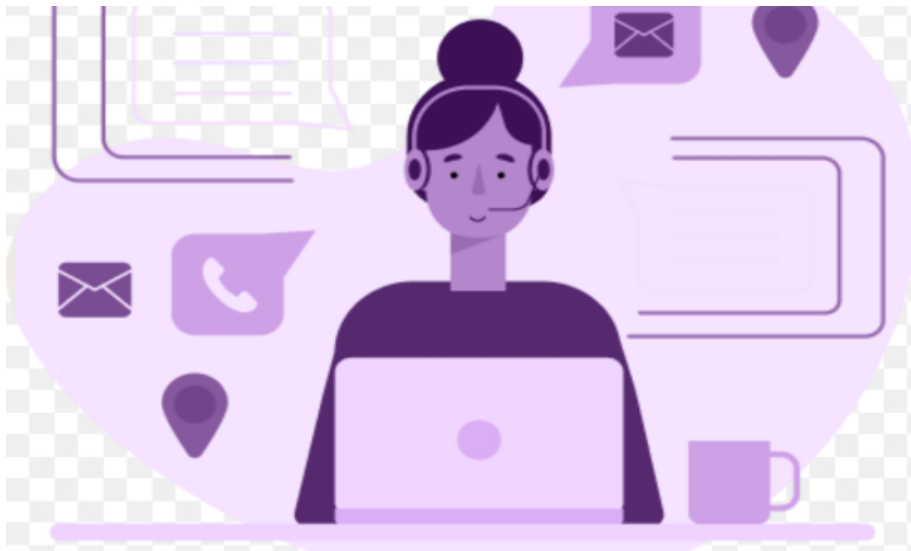
References

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　Andreassen ， T . W .　（ 2000 ）　Antecedents to satisfaction with service recovery ．　European Journ　al of Marketing　34（1 / 2）： 156 － 175 ．

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Conclusion

Conclusions Customer value is, philosophically, about understanding human and business purposes andadoption and transaction processes. The core logic of customer value revolves aroundunderstanding and capturing customer expectations, creating and delivering desired customerexperiences, and assessing and managing the customer evaluation. As illustrated in this study,these views are not mutually exclusive. Further studies should use fine-grained fourdimensions (Table 3) to reach conceptual clarity. Traditional and emerging themes—customervalue, as a perspective-dependent concept, accumulation across antecedents, dynamicactivities, and focus on the economic potential of customer value—could serve as importantcatalysts for a more unified study of customer values. Taken together, customer value themesare evolving, primarily based on the notions of customer value as a widely studied concept,offering multi-perspective approaches for investigating customer value.