

## IDEATION PHASE

### LITERATURE SURVEY

|              |                                  |
|--------------|----------------------------------|
| Team ID      | PNT2022TMID45009                 |
| Project Name | Project - Customer Care Registry |

| S.NO | Author                    | Title  | Publish Date | Findings   |
|------|---------------------------|--|--------------|--|
| 1    | Olutayo Boyinbode , Akure | E- Customer Care Service System for Benin Electricity Distribution Company | April 2015   | Face to face customer contact is time consuming, since the consumers have to be physically present for both parties to meet before solution can be proffered. Telephone communication with BEDC enables the customers to call and make enquiries and receive responses about information or services required. The BEDC existing customer service system is saddled with limitations such as poor customer services and relations, high response time. This paper aims to eliminate these weaknesses by automating the process through an e-Customer Care Service System by which customer makes an enquiries and complaints on the services delivered by the company. |

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|------|--|---|--------------|--|
| 2    | D Riananingrum, R R S Hari, F Nursaori and WA Astuti | Integrated Information System for Customer Care | January 2021 | The application of customer Facing and Ecosystem Facing is implied as computerization of customer data. The goal is to understand customers' needs and expectations to establish good relationships with customers. This study aims to determine Customer Facing and Ecosystem Facing services in the digital transformation business. The research method used a descriptive research method with a qualitative approach. Customer Facing and Ecosystem Facing is a technology that can increase the production process for business. |

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|------|--|--|--------------|--|
| 3    | Khalid Rababah, Haslina Mohd, and Huda Ibrahim | Customer Relationship Management (CRM) Processes<br><br>from Theory to Practice: The Pre-implementation Plan of CRM System | April 2011   | <p>This paper provides an extensive review of the literature regarding the CRM processes. This review aims to increase the understanding</p> <p>of the different perspectives and the various types and levels of CRM processes. This paper reveals that there are four major perspectives of CRM processes which are customer facing level processes, customer oriented processes, cross functional CRM processes, and CRM macro-level processes.</p> |

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|------|-------------------|---|--------------|---|
| 4    | Mutegyeki, Walter | A mobile based customer communication management tool to improve customer care services in micro finance institutions | May 2016     | <p>This report document describes project design and development of a digital customer care communication solution that encompasses all major communication channels that will enable microfinance bank customers to conveniently communicate with their banks and also enable banks to manage and evaluate customer care and service delivery. The project followed a software development process that included software requirements specifications and requirements engineering, software design and development, verification &amp; validation which constituted of dynamic testing of each individual core modules.</p> |

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| 5    | Esraa A. Afify,<br>Mona A. Kadry | Electronic-Customer Complaint Management System (E-CCMS) | August 2019  | Customer Complaints are considered vital and significant information that can be utilized to attain customers' satisfaction. Consequently, establishing a complaint handling system is essential towards addressing customer dissatisfaction and preventing similar problems from reoccurring. The main objective of this paper is to investigate the degree of association between customers' complaint behaviors and their complaints about the goods or services they get. Therefore, the paper proposes a generic approach for the Customer Complaint Management System that can be effective in reducing customers' complaints through urging customers to participate in controlling the quality of the services or goods offered to them. The "Service" has been used to connect different databases from different platforms to retrieve certain data. |

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|------|--------------|--|--------------|---|
| 6    | Tag-Eldeen.A | Assessing the impact of complaints management system in hospitality organizations in Egypt: a customer-organization perspective. | March 2018   | <p>The objectives of this research are to investigate the concept of complaints management, its significance, and to address the different approaches of implementing and dealing with the concept in hospitality operations in Egypt. The interviewed participants included operational customer service managers from a purposive sample of hotel companies operating in Egypt. The outcomes of this research emphasize the significance of attaining a proper complaints management system in hotel operations, point up the different stages of complaints process and scrutinize the customer-organization relationship. Finally, it encourages hospitality professionals to foster their vision and strategies as regard the development of complaints management system that supports and enhances their operational quality, and customers' and employees' retention schemes.</p> |

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| 7    | Pattamaporn Kormpho, Panida Liawsomboon, Narut Phogoen, Siripen Pongpaichet | Smart Complaint Management System | July 2018    | <p>The developers of this project implemented the Smart Complaint Management System (SCMS) consisting of the mobile application, chatbot and web application, for solving the customer's dissatisfaction issue. Furthermore, the SCMS has the service for classifying the complaint, then automatically direct to the responsible department, and the service for finding the similar complaint to avoid submitting the duplicate complaint. The test result shows that this system is able to reduce the time and procedures for complaint handling, increase the channel for filing the complaint, and increase the channel for progress reporting and tracking the status of the complaint.</p> |

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| 8    | Safdar Ijaz, Rohail Qayyum , Safi Ur Rehman | Online complaint management system | June 2016    | <p>This management system is a web based project which is developed in PHP. It is used to manage the customer's complains online. In this OCMS user can login himself and also can create complains and user can also view complain details and can check out the status of his/her complains. In this system there are totally three modules, one admin module and one for engineer and third module for customers. Because to handle complains manually is very difficult and time consuming process. So according to this situation we are trying an online system which is less time consuming and easy to use and also very efficient and secure. This system has three modules. Where customers can create complains and admin have to assign those complains to the engineers. And after solving those complains engineers notify that with their current status that whether they resolve the issue or not. In this way they all remain up to date with the system.</p> |



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| 9    | Gnana Sunny Antony | Automation to Handle Customer Complaints in Banks Using BPM Too | August 2016  | <p>This project was focused on developing</p> <p>a new customer centric application for automating Complaints mechanism throughout all</p> <p>platform. This project involved developing and testing the new application and focusing on</p> <p>being customer centric and to beat the growing demand of banking market.</p> |

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| 10   | Samuel Afriyie, Prince Donkor, Wilson Kwaku Nimsah, Benjamin Adjei Danquah | Customer Complaints Management Practices on Service Performance of the Public Sector in Ghana | February 2016 | <p>This study examines the impact of customer complaints management practices on satisfaction with service performance. Majority of the customers in the urban areas with direct access to pipe borne water from Ghana water company limited (GWCL) are concerned with the reliability and quality of the water supply. The inability of GWCL management to manage these concerns led to the reduction of revenue mobilization at GWCL. A survey was conducted and in all, four hundred and three (403) respondents were surveyed through questionnaires and interviewed for the study. The data collected was analyzed using frequencies and percentages with the use of SPSS 16.0. The study revealed that GWCL has a customer complaints managements practices stipulated by Public Utility Regulation Commission (PURC), of which the management staff of GWCL was oblivious of these standard set by PURC, led to many lapses in the management of customer complaints.</p> |

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|------|--|--|--------------|---|
| 11   | Carlos A. Riesenberger and Sérgio D. Sousa | The 8D Methodology: An Effective Way to Reduce Recurrence of Customer Complaints | July 2010    | An investigation was made to identify the variables influencing the customer complaints management process throughout a case study in the automotive industry. The process follows the 8D methodology to satisfy customer complaints; i.e. to solve problems, reduce the overall costs of quality and to improve customer satisfaction. This work also describes the improvement in the customer complaints process achieved by an effective use of the 8D methodology. |