

Customer Care  
Registry implementing  
on Web development  
based on Cloud  
Application  
Development

# **ABSTRACT**

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.

# ADVANTAGES

## **Improves customer services:**

it makes it possible to develop a more personal and close relationship with customers and to offer them a personalized service, that fulfills their expectations, promoting affective ties between the customer and the company.

## **It promotes more effective marketing strategies:**

through the management and collection of data on customers, it is easier to discover their tastes, needs, expectations, and opinions. This information will help you design personalized strategies, adapted to your customers, which will be far more effective and profitable.

## **Increases sales volume and revenue:**

The design of marketing campaigns tailored to customers translates into higher sales and, as a rule, more revenue.

## **Promotes more efficient communication within the company:**

This solution promotes the creation of more effective communication channels between departments, which allows a better understanding of what is happening in each section involved and the detection and analysis of possible incidents that may arise

## **Increases customer loyalty:**

just by meeting customer needs and expectations, we could be able to gain their retention and loyalty

# DISADVANTAGES

## **The price:**

Some CUSTOMER CARE REGISTRY plans are very expensive, even investing in a custom CUSTOMER CARE REGISTRY software requires a significant investment but there are many free ones that even though they may not totally fit the needs of your company, we suggest you try them to know exactly which are the features that work best for you to build your own once you have the budget for it.

## **Training:**

With a variety of options available, it is common for some CUSTOMER CARE REGISTRYs to be more complex than others so they require some training in order to get the most out of them. The problem is that getting familiar with these programs requires a considerable amount of time and not everyone is willing to make that commitment.

## **Use:**

If you are not going to use it then don't waste your time and money, just don't buy it. A CUSTOMER CARE REGISTRY must be useful and for that

## **Change:**

Not everyone likes change, especially when it comes to their workflow, so by introducing a CUSTOMER CARE REGISTRY to your company's processes, not everyone will be able to swiftly adapt to the new changes.