**LITERATURE SURVEY**

**TEAM ID: PNT2022TMID50578**

**CUSTOMER CARE REGISTRY APPLICATION**

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| **S.NO** | **PAPER** | **AUTHOR** | **YEAR** | **METHOD AND ALGORITHM** | **ACCURACY/ PRECISION** |
| 1 | The Role Of  Customer  Service Through  Customer  Relationship  Management  (CRM) To  Increase  Customer  Loyalty And  Good Image. | Gede Juanamast  a | 2019 | This study aims to determine the role how customer service through  Customer Relationship Management (CRM) to improve customer loyalty and good image . This research method using this qualitative study, researchers used a paradigm Non Positivism / Naturalistic / Interpretative. Interpretative paradigm aims to understand the meaning of behavior, symbols, and  phenomena by using sampling purposive sampling. Data Collection Techniques using interviews, documentation, observation. The results of this study that the role of customer service through Customer Relationship Management (CRM) to improve customer loyalty and good image . | 85% |
| 2 | customer services and their role for industrial small and medium companies. | Lucie  Kanovsk  a | 2009 | The aim of this paper is to present the problems of customer services and their important role for small and medium companies from the theoretical view and also selected results of research held in industrial  SME´s. Customer services are kind of services being provided by companies to their products. Customer services can be found in all economic spheres, such as in primary sphere, as well as in secondary and tertiary ones | 80% |
| 3 | The Relationship between Customer  Relationship  Management and  Customer  Satisfaction with Services  Received. | Mohamma  d Heydari, HadisehAb aszadeh, Habibollah  Danai | 2015 | Today, with the advancement of information technology in the organization of new systems of production that can reduce internal costs, better interaction with the environment and ultimately help to make a profit. Customer  satisfaction is one of these tools | 85.57% |
| 4 | The Customer  Service  Management  Process | A. Michael Knemeyer, Douglas M. Lambert and  Sebastián J.  GarcíaDastugue | 2004 | The aim of this paper is to present the problems of customer services and their important role for small and medium companies from the theoretical view and also selected results of research held in industrial  SME´s. Customer services are kind of services being provided by companies to their products. Customer  services can be found in all economic spheres, such as in primary sphere, as well as in secondary and tertiary | 82.88% |