**LITERATURE SURVEY**

**TITLE:** Customer Care and Relationship Support Office

**AUTHOR NAME**: Hubert Baumeister & Piotr Kosi

**YEAR:** September 2000

**DESCRIPTION:**

Customer Relationship Management (CRM) is an inherent business strategy for companies big and small. The technology has reached a point where it is truly enabling the way enterprises manage their customer relationships. The goal of the EU funded project CARUSO is the design of a software toolkit that facilitates the building and maintaining of high quality business-to-business and business-to-customer relationships. CARUSO is designed to allow a multi-dimensional way of looking at markets, customers, suppliers, products, personnel, internal and external information, communication and action flow. This will be accomplished by the following core features: front-office application builder with customer care and marketing desk, basic technologies comprising a general communication server, intelligent information, document and contact access, unified messaging, and a customizable user interface. Emphasis will be put on exploiting existing tool packages as much as possible. The CARUSO toolkit is targeted at European Small and Medium Sized Enterprises (SME) and allows them to optimize their business operations to the mutual benefit of both the supplier and the consumer.

**TITLE:** Customer Care Management Model for Service Industry

**AUTHOR NAME**: Muthusamy Nataraj , Nallasamy Gunasekaran

**YEAR:** Received January 12th, 2010; revised February 23rd, 2010; accepted April 11th, 2010.

**DESCRIPTION:**

This describes a model for Customer care management in an automotive service industry. Design/ methodology/approach – Customer care management (CCM) model is developed using TQM techniques, Quality Function Deployment (QFD) and Six Sigma. The matrix structure in QFD is used to transform customer complaints into Critical-to-Quality (CTQ) parameters. By using Six Sigma DMAIC approach, the customer complaint parameters are analyzed for improvement. Findings – The application of CCM model in an automobile service industry has determined that the workload planning is the chronic problem for customer complaint. Further analysis through this model leads to restructuring of existing workload planning practice through a set of algorithms. Research limitations/implications – CCM model lacks to accommodate the effect of relationship between rectification factors. Also competitor technical contemplation is not possible in this model. Originality/value – Customer is the focal point and early response to their complaint is the key to success of every business. This paper has developed a structured complaint management practice which warrants the timely response to customer complaints and speedy resolution for survival in today’s customer driven market

**TITLE:** BUILDING CARE THROUGH CUSTOMER CARE

**AUTHOR NAME**: Brian R. Wood

**DESCRIPTION:**

Building maintenance has long been portrayed as a 'Cinderella' activity (Seeley, 1976), unattractive and often poorly considered; and yet it is a very substantial part of the construction economy- in the UK £28 Billion compared with £10 Billion for new-build (Barbour, 1998). Research by the author over recent years has identified a shift from the 'received wisdom' of Planned Preventive Maintenance (PPM) programmes to more responsive practices using technology to get closer to the customer. This paper integrates work published by the author under titles such as Just In Time Maintenance (1995, 1997), Call-Centred Maintenance (1998) and Intelligent Building Care (1999) to demonstrate how the new approach to building maintenance with a focus on care for the customer and a service culture is evolving.

**TITLE:** Human Resource Development Systems for Customer Care Services Management in Telecommunications Companie

**AUTHOR NAME**: Mudiyanselage Saman Dassanayake

**YEAR:** September 2004

**DESCRIPTION:**

The telecommunications sector in Sri Lanka has experienced deep and remarkable transformations since the mid-1990s. They include, inter alia, Sri Lanka Telecom Limited (SLT), the state-owned telecommunications monopoly, forming a strategic partnership with Nippon Telegraph and Telephone Corporation (NTT) under its privatization program, Suntel Limited (Suntel), a joint venture between intemational and local partners, commencing commercial operations, and many other new firms penetrating the telecom market. Amid structural and regulatory changes, telecommunications companies, more than other utilities, have dramatized a gradual paradigm shift from price to customer service as the major source of building and sustaining a competitive edge for long-term growth and survival. A central issue in the research presented in this thesis is the configuration of human resource management and human resource development (HRD) systems to support the delivery of customer service, maximizing customer retention

**TITLE:** CUSTOMER SATISFACTION DETERMINATION AND LEVEL OF COMPLAINT

**AUTHOR NAME**: Yusuf Indra Wibowo

**DESCRIPTION:**

Previous research or relevant research is very important in a scientific research or article. Previous research or relevant research serves to strengthen the theory and influence of relationships or influences between variables. Article ini review customer satisfaction determination and complaint level: Product Quality and Service Quality Analysis, A Study of Marketing Management Literature. The purpose of writing this article is to build a hypothesis of influence between variables to be used in future research. The result of this risearch library is that: 1) Product Quality affects Customer Satisfaction; 2) Service Quality affects Customer Satisfaction; 3) Product Quality affects complaint level; 4) Service Quality affects complaint level; and 5) Customer Satisfaction affects complaint level.