

# **IDEATION PHASE**

## **Literature Survey On The Selected Project & Information Gathering :**

Date	21/10/2022
Team Id	PNT2022TMID34492
Project Name	Customer Care Registry
Marks	

### **INTRODUCTION:**

Cloud Computing refers to manipulating, configuring, and accessing the hardware and software resources remotely. It offers online data storage, infrastructure, and application. Cloud computing offers platform independency, as the software is not required to be installed locally on the PC.

The main reasons why cloud computing is important for business is that it allows organizations to scale, maintain flexibility, and focus their efforts on business operations – not managing complex IT infrastructure. One of the best ways to optimize cloud computing for your business is by working with a cloud partner.

### **CUSTOMER CARE REGISTRY:**

Customer service is the assistance that is provided to customers before, during, and after the purchase of a product or service. This may involve answering questions, resolving concerns, or troubleshooting problems.

Its goal is to create loyal customers and eventually turn them into advocates. Customer care works toward a similar goal but is much less calculated. Its purpose is to assist customers for the sake of helping them, even if the customer's goal isn't related to your business.

Customer service is the provision of services to a client before a purchase, during the purchasing process, and after the purchase has been made. The definition also includes:

- Assisting customers in making cost-effective decisions
- Assisting customers when it comes to using the product correctly
- Helping the customer to plan, install, upgrade, maintain and dispose of the product.

## **REPORTS BASED ON CUSTOMER CARE REGISTRY :**

### **1.(Rahman et al., 2018):**

Product quality has a positive and significant effect on customer satisfaction and complaint levels quality of service affects the level of complaints Product quality affects customer satisfaction.

### **2.(Purwanti et al., 2014):**

Product quality, service quality and x3 are positive and significant towards customer satisfaction and complaint level Product quality affects customer satisfaction quality of service affects the level of complaints.

### **3.(SiahaanSodiq & Wijaksana, 2014):**

Product quality, service quality and x3 are positive and significant towards customer satisfaction and complaint level quality of service affects customer satisfaction & complaint level product quality affects customer satisfaction & complaint level.

### **4.(Librianty & Yulianto, 2019):**

Product quality & x3 positive and significant impact on customer satisfaction and complaint level quality of service affects the level of complaints Product quality affects customer satisfaction.

**5.(Supardiasa et al., 2018):**

Product quality, service quality and x3 are positive and significant towards customer satisfaction and complaint level Product quality affects customer satisfaction quality of service affects the level of complaints.

**6.(Zahratul Aini, 2019):**

Product quality, quality of service is positive and significant to customer satisfaction and complaint level quality of service affects customer satisfaction & complaint level product quality affects customer satisfaction & complaint level.

**7.(Rangkuti, 2003):**

Product quality is positive and significant to customer satisfaction and complaint level quality of service affects the level of complaints Product quality affects customer satisfaction.

**8.(Rahayu & Setyawarti, 2018):**

Product quality, quality of service is positive and significant to customer satisfaction and complaint level Product quality affects customer satisfaction quality of service affects the level of complaints.

**9.(Hidayati, 2020):**

Product quality, quality of service is positive and significant to customer satisfaction and complaint level quality of service affects customer satisfaction & complaint level product quality affects customer satisfaction & complaint level.

**10.(Mulyadi, 2020):**

Product quality is positive and significant to customer quality of service affects the level of complaints Product quality affects customer satisfaction.

## **CONCLUSION:**

The above listed are proposed solutions and reports of various researchers expressed about the customer care registry of cloud computing.