

Literature Survey

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SI.NO	TOPIC	AUTHOR	METHODOLOGY	LIMITATION	REFERENCE
1	Customer care registry What Affects Employee Performance thought work motivation	Nabilah Aliyyah, Indra Prasetyo, Rusdiyanto, Nawang Kalbuana	This type of research uses explanatory research with a quantitative approach. Quantitative method is a research method based on a specific population or sample, data collection using research instruments, data analysis is quantitative or statistical, with the aim to test hypotheses	The workload is a concept which arises because of the low capacity in information processing. In the face of a task, people should complete the job at a certain level. If the limitations of the individual hamper work at the anticipated levels, the expected capacity level and the capacity level are divided.	https://www.researchgate.net/publication/363536019_WHAT_AFFECTS_EMPLOYEE_PERFORMANCE_THROUGH_WORK_MOTIVATION
2	Customer care registry Effective Communication, and Motivation in Customer Service	Mitra Madanchian, Hamed Taherdoost, Jay Ariken	Implementing feedback is one of the ways to achieve customer service motivation and have a positive effect on the overall performance of the team. One on-one communication– Talking one-on one to the customer service team is a great way to extract honest feedback and their experiences with customer interactions	In customer service positivity makes a huge difference. A little change in your conversational behavior helps in creating happy customers. Language is a very important part of demonstrating, that customers create perceptions about you and your company based on the conversation.	https://www.researchgate.net/publication/360086163_Role_of_Effective_Leadership_on_Empowerment_Effective_Communication_and_Motivation_in_Customer_Service
3	CRM (customer relationship management)	Ni Made Nopita Wati,Erna Hendrawati,Igede Juanamasta	The formulation of the problem in this research how does the role of customer service through Customer Relationship Management (CRM) to	This research background is a number of problems faced by the company can make a bad company image	https://www.researchgate.net/publication/336878065_The_Role_Of_Customer_Service_Through_Customer_Relationship_Management_CRM_To_Increase_

			improve customer loyalty and good image	and reduced levels of consumer loyalty	Customer_Loyalty_And_Good_Image
4	The Role of Customer Behaviour and Relationship Management in Modern Enterprise Marketing	Jiali Lu	Customer behaviour management is a new business model which takes customer as the centre, information sharing and communication as the main purpose.	With the rapid development of economy, the competition among enterprises is becoming more and more fierce. Customer relationship management plays an important role in marketing	https://dx.doi.org/10.2991/assehr.k.211209.488
5	Effect of customer services on corporate competitive Advantage in the Nigerian Telecom service Industry	Patrick Kunle Adeosun LADIPO,Ismael Tubosun Arebi,Olushola Solomon Akeke	This study is carried out to examine the effect of customer service on the corporate competitive advantage from the perspective of selected firms in the Nigerian telecom service industry.	Generally speaking, the services rendered by telecom provider is similar in nature such as network calls, short messaging services and data/internet services, while the pricing and charges for the services among key players in the industry are somewhat homogenous in nature	https://www.researchgate.net/publication/357033864_EFFECT_OF_CUSTOMER_SERVICE_ON_CORPORATE_COMPETITIVE_ADVANTAGE_IN_THE_NIGERIAN_TELECOM_SERVICE_INDUSTRY