

CUSTOMER CARE REGISTRY

LITERATURE SURVEY

DOMAIN NAME : CLOUD APP DEVELOPMENT

TEAM ID BATCH : [IBM-Project-52237-1660992045](#)

TEAM LEADER : B.SASMITHA

TEAM MEMBER 1 : V.PRIYA DHARSHINI

TEAM MEMBER 2 : D.VASUGI

TEAM MEMBER 3 : M.YASMEEN

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INTRODUCTION:

Companies today are modernizing customer care, using advanced AI to ensure a positive customer experience starting from the first interaction and throughout the buyer's journey. Customer care is more than just providing great customer service. It's a proactive approach to providing information, tools, and services to customers at each point they interact with a brand.

Customer Care Excellence in the New Product Development Process

Author : Ville Isoherranen and Jukk Majava *Journal*

Name : International Journal of Value Chain

Mangaement Methodology used : The PD process, DfX, and DfC

Summary :

Excellence in product development

Can be achieved by integrating various stakeholders ' requirements into a winning offering. After-market services have become increasingly important for companies , as digitalisation enables new business models and revenue streams .

The integration of customer care must be performed in the product development (PD) process in the early conceiving and development phases in order to ensure an excellent customer experience .

This study aims to increase knowledge on how care capabilities can be created in the PD by analysing the critical care inputs and their effects in the product conceiving phase

Online Complaint Registration System to Municipality

Author : A.Prassana, Dr. A.V. Senthil Kumar

***Journal name : Online Complaint Registration
System to Municipality***

Methodology used : The PD process, DfX, and DfC

Summary

In proposed system, by using android application people can register their complaints in easy and proper format . Mainly they can mark their location in Google Map while placing the complaint so that it will help the people in easy manner . They will also well aware about their complaints progress .They can also provide feedback about their complaints progress weather they are satisfied or not.Also they user can Post their requirements through this system and they will receive needed items by admin within couple of hours, it's depending on the needed item and you can also look your status about your requirements. These user complaints, needs requirements maintain by admin.

Customer Care in Financial Service Organisations

Author : Anne M. Smith, Barbara R. Lewis

Journal name : International Journal of Bank

Marketing Methodology used : Customer care investigations

Summary :

Findings are presented from an investigation of customer care in major UK organisations in the financial services sector , to include banks , building societies and insurance companies . Attention was focused on the need for customer care and service quality , and the development , implementation and evaluation of customer care/service programmes , as well as associated staff and management training activities.

CUSTOMER SERVICE HELP DESK

Summary :

Service Desk can be information Technology Infrastructure Library (ITIL) compliant, which is a set of certified best practices for organizing customer requests. In fact, the term "service desk" originally referred to service desks in IT support , but any company can now benefit from a customer service desk.

Your service desk is designed to deal with both incidents – disruptions to service – and service requests , providing a proactive form of customer service.

The alternative to using a service desk is a help desk or call center. You might say that the help desk is tactical , while the service desk is more strategic . A service desk usually incorporates elements of the help desk like the ticketing system – you have the ability to receive incoming tickets and manage them collaboratively . But, with

a service desk you also have more oversight of the customer , and service delivery , than you would with a help desk.

