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CUSTOMERCAREREGISTRY

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1.INTRODUCTION

INTRODUCTION TOPROJECT

TheCustomerServiceDeskisawebbased project.

CustomerServicealsoknownasClientServiceistheprovisionofservicetocustomers'
Itssignificancevariesbyproduct,industryanddomain.Inmanycasescustomerservicesismoreim
portantiftheinformationrelatestoaserviceasopposedtoaCustomer.

CustomerServicemaybeprovidedbyaServiceRepresentativesCustomerServiceisnormally
anintegralpartofacompany'scustomervalueproposition.

PURPOSE OF THE PROJECT

An online comprehensive Customer Care Solution is to manage customer interaction and complaints with the Service Providers over phone or through an e-mail. The system should have capability to integrate with any Service Provider from any domain or industry like Banking. Telecom Insurance. etc.

Customer Service also known as Client Service is the provision of service to customers Its significance varies by product industry and domain. In many cases customer services is more important if the information relates to a service as opposed to as Customer

Customer Service may be provided by a Service Representatives Customer Service is normally an integral part of a company's customer value proposition

2. LITERATURE SURVEY

Customer Care Registry implementing on Web development based on Cloud Application Development.

ABSTRACT

This Application has been developed to help the customer in processing their complaints. The customers can raise the ticket with a detailed description of the issue. An Agent will be assigned to the Customer to solve the problem. Whenever the agent is assigned to a customer they will be notified with an email alert. Customers can view the status of the ticket till the service is provided.

ADVANTAGES

Improves customer services:

It makes it possible to develop a more personal and close relationship with customer

sandtoofferthemapersonalizedservice,thatfulfillstheirexpectations,promotingaffectivetiesbetween thecustomerandthecompany.

Itpromotesmoreeffectivemarketingstrategies:

Throughthemanagementandcollectionofdataoncustomers,itiseasiertodiscover theirtastes,needs,expectations,andopinions.Thisinformationwillhelpyoudesignpersonalizedstr ategies,adaptedtoyourcustomers,whichwillbefarmoreeffectiveandprofitable.

Increasessalesvolumeandrevenue:

Thedesignofmarketingcampaignstailoredtocustomerstranslatesintohighers alesand,asarule,morerevenue.

Promotesmoreefficientcommunicationwithinthecompany:

Thissolutionpromotesthe creation ofmoreeffectivecommunicationchannelsbetweendepartments,whichallows abetterunderstandingofwhatishappeningin eachsectioninvolvedandthe detectionand analysisof possibleincidentsthatmayarise.

Increasescustomerloyalty:

Justbymeetingcustomerneedsandexpectations,wecouldbeabletogaintheirre tentionandloyalty.

DISADVANTAGES

Theprice:

Somecustomercareregistryplansareveryexpensive,eveninvestinginacustomcustomerca reregistrysoftwarerequiresasignificantinvestmentbuttherearemanyfreeonesthateventhoughthey maynottotallyfittheneedsofyourcompany,wesuggestyoutrythemtoknowexactlywhich arethefeaturesthatworkbestforyoutobuildyourownonceyouhavethebudgetforit.

Training:

With a variety of options available, it is common for some customer care registry s to be more complex than others so they require some training in order to get the most out of them. The problem is that getting familiar with these programs requires a considerable amount of time and not everyone is willing to make that commitment.

Use:

If you are not going to use it then don't waste your time and money, just don't buy it. A customer care registry must be useful and for that.

Change:

Not everyone likes change, especially when it comes to their workflow, so by introducing a customer care registry to your company's processes, not everyone will be able to swiftly adapt to the new changes.

EXISTING SYSTEM

The existing system is a semi-automated at where the information is stored in the form of excel sheets in disk drives. The information sharing to the Volunteers, Group members, etc. is through mailing feature only. The information storage and maintenance is more critical in this system. Tracking the member's activities and progress of the work is a tedious job here. This system cannot provide the information sharing by 24x7 days.

References

1. helpdesk

2. livechatboxsupport

Problem Statement Definition

A problem statement is a concise description of the problem or issues a project seeks to address. The problem statement identifies the current state, the desired future state and any gaps between the two. A problem statement is an important communication tool that can help ensure everyo

neworkingonaprojectknowswhattheproblemtheyneedtoaddressisandwhytheprojectisimportant.

1. *IDEATION &PROPOSEDSOLUTION*

EmpathyMapCanvas

Anempathymapis**acollaborativetoolteamscanusetogainadeeperinsightintotheircustomers**.Muchlikeauserpersona,an empathymapcanrepresentagroupofusers,suchasacustomersegment.TheempathymapwasoriginallycreatedbyDaveGrayandhasgainedmuchpopularitywithintheagilecommunity.

Ideation&Brainstorming

Ideationandthepractiseofbrainstorming,aparticularmethodforcoming upwithfreshideas,arefrequentlycloselyrelated.Themaindistinctionbetweenideationandbrainstormingisthatwhereasbrainstormingisnearlyoftendoneingroups,ideationistypicallyseenasbeingmo

reofasolitaryendeavour.Agroupofpeoplearefrequentlygatheredforabrainstormingsessiontogener ateeitherfresh,generalideasorsolutionstospecificproblemsorcircumstances.

Oninstance,alargefirmthathasdiscovereditisthetargetofasignificantla wsuitmightwishtoconsultwithitstopexecutivestocomeupwithideasforhowtopubliclyrespondtoth ecasebeingfiled.

Inabrainstormingsession,participantsareencouragedtofreelyshareanyideasthatm aycometomind.Accordingtothetheory,bycomingupwithalotofideas,thebrainstorminggroupismor elikelytofindaworkablesolutiontotheproblemtheyaretryingtosolve.

Withthecreationofvariousbrainstormingsoftwaretools,suchBrightideaandIdeawa ke,thedistinctionbetweenideationandbrainstorminghasgottenalittlebitmorehazy.Thesesoftwarea pplicationsaremadetoinspirestaffmemberstocomeupwithfreshsuggestionsforenhancingbusinesso perationsand,eventually,bottom-
lineprofitability.Theapplicationsfrequentlymixtheideationandbrainstormingprocessesinthattheyc anbeusedbyindividualemployees,butbusinessescanreplicatebrainstormingsessionsbyhavingmulti pleemployeesusethesoftwaretoproducefreshideasforaparticularproblem.

ProposedSolution

ProblemSolutionfit

Problem-SolutionFit-
thisoccurswhenyouhaveevidencethatcustomerscareaboutcertainjobs,pains,andgains.Atthisstageyou'veprovedtheexistenceofaproblemandhavedesignedavaluepropositionthataddressesyourcustomers'jobs,painsandgains.
Unfortunatelyyoustilldonothaveclearevidencethatyourcustomerreallycareenoughaboutyourvaluepropositionenoughtobuyit.

2. *REQUIREMENTANALYSIS*

WhatisRequirementAnalysis:Itistheprocessofdetermininguserexpectationsforasystemunderconsideration.

Theseshouldbequantifiableanddetailed.

RequirementAnalysis:

- Servesasafoundationfortest plansandprojectplan
- Servesasanagreementbetweendeveloperandcustomer
- Processtomakestatedandunstatedrequirementsclear
- Processtovalidaterequirementforcompleteness,ambiguityandfeasibility

Functionalrequirement

Functionalrequirementsspecifywhata systemshouldbe ableto dothroughcomputations,technicaldetails,datamanipulationandprocessing, andotherspecialisedfunctions.Use cases, whichareusedtorepresentbehaviouralrequirements, explain alltheinstances in whichthesystemmakesuseofthefunctionalrequirements. Non-functionalrequirements, commonlyreferredtoas"qualityrequirements,"whichplacerestrictionsonthedesignorex ecution,supportfunctionalrequirements(suchasperformancerequirements,security,orr eliability). Non-functionalrequirementsoftentakethe form"systemshallbe,"whilefunctionalneedsaretypicallyarticulatedintheform"system mustdo."Whilenon-functional needsaredefinedinthesystemarchitecture, theplanforaccomplishingfunctionalrequirementsisdetailedinthesystemdesign.
Functionalrequirements, asusedinrequirementsengineering,outlinespecifiedoutcomesofa system

Functionalrequirementsareproductfeaturesor functionsthatdevelopersmustimplementtoenableuserstoaccomplishtheirtasks. So, it'simportanttomakethemclearbothforthedevelopmentteamandthestakeholders. Generally, functionalrequirementsdescribesystem

behaviourunderspecificconditions.

Forexample:

Thesystemsendsanapprovalrequestaftertheuserenterspersonalinformation.

Asearchfeatureallowsausertohuntamongvariousinvoicesiftheywanttocreditanis suedinvoice.

Thesystemsendsa confirmationemailwhena newuseraccountiscreated

Non-functionalrequirements

Ingeneral,non-functionalrequirementsoutlinewhatasystemissupposedtoberatherthanwhatitshould be abletoperform. Functionalrequirementsaretypicallyexpressedas"systemshalldo,"anindividualaction orcomponentofthesystem, maybeexplicitlyintermsof amathematicalfunction, or asa blackboxdescriptionof aninput, output, process, andcontrolfunctionalmodel, alsoknownasanIPOModel.Non-functionalrequirements, ontheotherhand, havethe formof "systemshallbe,"whichrefers toageneralcharacteristic ofthesystemasa wholeorof a particularaspectratherthana specificfunction.Theoverallcharacteristics of thesystemfrequentlydeterminewhether adevelopmentprojectisa successor a failure

Non-functionalrequirements,not relatedtothe systemfunctionality,ratherdefinehowthesystemshould perform. Some

examples are:

- Thewebsite pages shouldloadin3 secondswiththe totalnumber ofsimultaneoususers<5thousand.

- The systemshould beable tohandle20millionuserswithoutperformance deterioration.

- Here's abriefcomparisonandthenwe'll proceed to amore in-depthexplanationof each group

3. *PROJECTDESIGN*

DataFlowDiagrams

Solution&TechnicalArchitecture

TECHNOLOGYARCHITECTURE

APPLICATIONCHARATERISTICS

USERSTORIES

4. *PROJECTPLANNING&SCHEDULING*

'Project Planningand Scheduling', thoughseparate, aretwosidesof thesamecoininproject management. Fundamentally, 'Project planning'isall about choosinganddesigningeffective policies and methodologies toattain project objectives.

While 'Project scheduling'is a procedureofassigningtaskstogetthemcompleted byallocatingappropriate resourceswithinanestimatedbudget andtime-frame.

Thebasisofproject planningisthe entireproject. Unlikely,project schedulingfocusesonlyontheproject-relatedtasks, theproject start/enddatesandprojectdependencies.

Thus, a 'project plan' is a comprehensive document that contains the project aims, scope, costing, risks, and schedule. And a project schedule includes the estimated dates and sequential project tasks to be executed.

ProjectPlanning

- Developing a project to make it ready for investment
- Determines the jobs/tasks required to attain project objectives

SprintPlanning&Estimation

- Sprint planning is an event in scrum that kicks off the sprint.

- The purpose of sprint planning is to define what can be delivered in the sprint and how that work will be achieved.

- Sprint planning is done in collaboration with the whole scrum team.

- In scrum, the sprint is a set period of time where all the work is done.

- However, before you can leap into action you have to set up the sprint.

- You need to decide on how long the time box is going to be, the sprint goal, and where you're going to start.

- The sprint planning session kicks off the sprint by setting the agenda and focus.

- If done correctly,

italsocreatesanenvironmentwheretheteamismotivated, challenged, andcanbesuccessful.

- Badsprint planscanderailtheteambysettingunrealisticexpectations.

Sprint1

- HOMEPAGE
- LOGINPAGE(CUSTOMER)
- ADMINPAGE(CUSTOMER_LIST)
1. AGENTLOGINPAGE

Sprint2

1. HOMEPAGE
2. AGENTHOMEPAGE
3. CUSTOMERHOMEPAGE
1. ADMIN
2. WEBCHAT

Sprint3

1. HOMEPAGE
2. CUSTOMERCOMPLAINT_PAGE

3. CUSTOMERHOMEPAGE

4. ADMINPAGE(COMPLAINT_LIST)

5. AGENTALLOTMENT

Sprint4

1. *TESTINGTHE USERANDADMINLOGINPAGE*

2. *TESTINGTHE SIGNIN ANDSIGNUP*

3. *TESTINGTHE ALLPAGE*

5. ## *CODING&SOLUTIONING*

Collegegraduateswithpriorprogrammingexpertiseortechnical degreesarerecruitedandtransitionedintoprofessionalpositionswithAlabamafirmsan dorganisationsthroughthehighlycompetitiveCodingSolutionsjobacceleratorandtale ntrefinementprogrammeatnocosttothegraduates. Weprovide a poolof varied,well-trained, techs-savvyindividualsthatwantstolaunchandadvancetheircareerinAlabama.

Themissionof veteran- andwoman-owned CodingSolutionsistomobilisethenextgenerationof IT talentandprovidethem thetoolsandresourcestheyrequiretomakeyour businesssuccessful. Innovativetalentisnecessaryforinnovativetechnologies.

WewishtoprovideCodingSolutionsprospectstoassist

youexpandyourAlabamateam.

Ourapplicantsareswiftlyhiredatthetopof thelistbygrowingbusinessesforlucrative, long-termpositions.

Features:

7maintypesofcustomerneeds:

Friendliness
2. Empathy
3. Fairness
4. Control
5. Alternatives
6. Information
7. Time

1.Friendliness

This is the most basiccustomerneedthat'sassociated with things like courtesyandpoliteness.Friendlyagentsareatopindicatorofagoodcustomerexperience,accordingtothecustomerssurveyedinour2021TrendsReport

1. *Empathy*

Customersneedtoknowtheorganizationunderstandsandappreciatestheirneedsandcircumstances. Infact,49%surveyedinour2021TrendsReportsaidthey wantagentstobeempathetic.

2. *Fairness*

Customers must feelthatthey're getting adequateattentionandfairand reasonable answers.

3. *Control*

Customerswanttofeelliketheyhaveaninfluenceontheoutcome.Youcanempoweryourcustomersbylisteningtotheirfeedbackandusingittoimprove.

4. *Alternatives*

Customerswantchoiceandflexibilityfromcustomerservice;theywanttoknowthereis arangeofoptionsavailabletosatisfythem.Infact,high-performingcompaniesaremorelikelytoprovidecustomerswithachoiceofcustomerservicechannels. 50%ofhighperformers

haveadoptedanomnichannelsupportstrategy,comparedto18%oftheirlower-performingpeers

5. *Information*

Customerswanttoknowaboutproductsandservicesinapertinentandtime-sensitivemanner;toomuchinformationandsellingcanbeoff-puttingforthem.Aknowledgebaseisagreatwaytoprovideexistingcustomerswiththeinformationtheyneed,whentheyneedit.
AndhighperformingCXteamsaremorelikelytoofferaknowledgebase,accordingtoourresearch.

6. *Time*

Customers' time is valuable, and organizations need to treat it as such. 73% of customers said resolving their issues quickly is the top component of a good customer experience. To deliver on that expectation, CX teams need customer service software that arms them with tools to respond to customers quickly and effectively.

8.RESULTS

9.ADVANTAGES&DISADVANTAGES

ADVANTAGES :

1. *Customer loyalty*

Loyal customers have many benefits for businesses. 91% of customers say a positive customer service experience makes them more likely to make a further purchase (source: Salesforce Research). Also, investing in new customers is five times more expensive than retaining existing ones (source: Invesp).

Creatingloyalcustomersthroughgoodcustomerservicecanthereforeprovidebusinesse swithlucrativelong-termrelationships.

2. *Increaseprofits*

Theselong-termcustomerrelationshipsestablishedthroughcustomerservicecanhelpbusinesses becomemoreprofitable. Businessescangrowrevenuesbetween 4%and8%abovetheirmarket whentheyprioritisebettercustomerserviceexperiences(source:Bain& Company). Creatingabettercustomerserviceexperiencethanthoseofferedbycompetitorscanhel pbusinessestostandoutintheirmarketplace,andinturnmake moresales.

3. *Customerrecommendations*

Providinggoodcustomerservicecancreatesatisfiedcustomers,who arethenmorelikelytorecommendthebusinesstoothers. 94%of customerswillrecommendacompanywhoseservicetheyrate as "verygood"(source:Qualtrics XM Institute). Thisisuseful, as90%of customersareinfluencedbypositivereviewswhenbuyingaproduct(source:Zendesk). Customersrecommendinga companythroughwordofmouthoronlinereviewscanimprovethecredibilityof thebusiness.

4. *Increaseconversion*

Goodcustomerservice canhelpbusinessesturnleadsintosales. 78%ofcustomerssaytheyhavebackedoutof a purchaseduetoapoorcustomerexperience(source:Glance). Itis thereforesafetoassumethatprovidinggoodcustomerservicewill helptoincreasecustomerconfidenceandinturnincreaseconversion.

5. ***Improvepublicimage***

Customerservicecan help businesses toimprovethepublicperceptionofthebrand,whichcanthenprovideprotectionifthereisa slipup.78%of customerswillforgive acompanyfor amistakeafterreceivingexcellentservice(source:SalesforceResearch). Meanwhile, almost90%of customersreporttrustingacompanywhoseservicetheyrateas"verygood." Ontheotherhand, only16%of thosewhogive a"verypoor"ratingtrustcompaniestothesamedegree(source: QualtricsXM Institute). Creatingpositivecustomerexperiencesisvitalingainingcustomertrustandcreatingastr ongpublicimage.

Disadvantage:

TheConsumerProtectionActinIndiahasnumerousrestrictionsanddrawbacks,whic harelistedinthisarticle.

Onlyservicesforwhicha particularpayment hasbeenmadearecoveredundertheconsumerprotectionact. However, itdoesnotprotectmedicalprofessionals,or hospitals, andcoverscaseswhenthisactdoesnotapplytofree medicalcare.

Thisactdoesnotapplytomandatory services, suchaswatersupply, thatareprovidedbystateagencies.

Onlytwoclausesrelatedtothesupplyofhazardousmaterialsarecoveredbythisact. Consumerredressisnotgivenany powerbytheconsumerprotectionact.

Theconsumerprotectionactfocusesonthesupplyofineffectiveproducts,butthere are nostrictregulationsforthosewhoproduceit.

10.CONCLUSION

Itisaweb-enabledproject.

    a. Withthisprojectthedetailsabouttheproductwillbegiventothecusto mersindetailwithina shortspanof time.

    b. Queriesregardingtheproductor theserviceswillalsobe clarified.

  1. Itprovidesmoreknowledgeaboutthevarioustechnologies.

11.APPENDIX

Githubid:IBM-EPBL/IBM-Project-52445-1661004298