CUSTOMER CARE REGISTRY

Literature survey

DOMAIN NAME   : CLOUD APP DEVELOPMENT

TEAM ID   : PNT2022TMID29528

BATCH   : B7 - 1A3E

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PAPER 1: Customer Centric Cloud Service Model

Published year: *September 2009*

Author: *Hong Cai , Ke Zhang*

Journal name: *IEEE International Conference on Cloud Computing*

Methodology used: *Cloud App Development*

Summary: This paper proposes a cloud service model that centres around customer business requirements. The model covers the customers' subscribed services and the service providers' offered cloud services. It covers the relationship among offering versus subscription, cloud infrastructure service versus cloud application service, configuration versus customization of cloud services, etc. It then depicts a customer centric cloud service model which models the artifacts of enterprises owned by public serving cloud services. It's an extension of enterprise services to open service ecosystem leveraging the latest technical innovation of cloud computing. Later, this paper carries out a case study on an IBM software group ongoing project, commerce as a service, which aims to provide e-commerce functions as services over a cloud infrastructure.

PAPER 2: Customer Care in Service Organisations

Published year: *March 1998*

Author: *Hong Cai , Ke Zhang*

Journal name: *IEEE International Conference on Cloud Computing*

Methodology used: *Cloud App Development*

Summary: The quality of service and customer care in the context of the marketing of services are considered. The focus is on distinguishing characteristics of services, definitions of service quality and the use of consumer research to assess expectations of and satisfactions with service quality — providing examples from a variety of organisations. Particular attention is given to the interpersonal interactions between contact personnel in service companies and customers, and the need for internal marketing, a consumer orientation, and the consequent provision of customer care, with reference to a number of examples in the tourism and financial service sectors

PAPER 3: Application of data mining techniques in customer relationship management

Published year: March 2009

Author: *Eric W.T. Ngai, Li Xiu*

Journal name: Experts Systems with Applications

Methodology used: IOT Methodology

Summary*:* Despite the importance of data mining techniques to customer relationship management (CRM), there is a lack of a comprehensive literature review and a classification scheme for it. This is the first identifiable academic literature review of the application of data mining techniques to CRM. It provides an academic database of literature between the period of 2000–2006 covering 24 journals and proposes a classification scheme to classify the articles. Nine hundred articles were identified and reviewed for their direct relevance to applying data mining techniques to CRM. Eighty-seven articles were subsequently selected, reviewed and classified. Each of the 87 selected papers was categorized on four CRM

dimensions (Customer Identification, Customer Attraction, Customer Retention and Customer Development) and seven data mining functions (Association, Classification, Clustering, Forecasting, Regression, Sequence Discovery and Visualization). Papers were further classified into nine sub-categories of CRM elements under different data mining techniques based on the major focus of each paper. The review and classification process were independently verified. Findings of this paper indicate that the research area of customer retention received most research attention. Of these, most are related to one-to-one marketing and loyalty programs respectively. On the other hand, classification and association models are the two commonly used models for data mining in CRM. Our analysis provides a roadmap to guide future research and facilitate knowledge accumulation and creation concerning the application of data mining techniques in CRM.

PAPER 4: Servicescape irritants and customer satisfaction: The moderating role of shopping motives and involvement

Published year: November 2019
Author: Nathalie Demoulin, Kim Willems
Journal name: Journal of Business Research
Methodology used: AI Methodology

Summary*:* This study investigates the effect of the services cape's ambient, design, and social factors on customer irritation and satisfaction, focusing particularly on the moderating effects of shopping motives and involvement. Across four retail sectors with variations in involvement (i.e., high vs. low) and shopping motives (i.e., utilitarian or hedonic), consumer surveys were conducted at the exits of grocery, electrical appliances, home decoration, and fashion retailing stores ($n = 669$). SmartPLS analyses reveal that poorly managed *social* services cape factors are the most irritating, and customers' irritation in turn decreases satisfaction, particularly in high-involvement settings. In low-involvement settings, *design* elements matter relatively more. Furthermore, while *social* factors prevail as drivers of irritation in utilitarian settings, *ambient* elements matter more in hedonic contexts. This study is one of the few to focus on services cape-induced negative affect, allowing managers to prioritize atmospherics in their quest to minimize customer irritation, depending on the particular service sector.

PAPER 5: Servicescape cues and customer behaviour

Published year: *September 2011*
Author: *Michela Mari, Sara Poggesi*
Journal name: *The Service Industries Journal*
Methodology used: *AI Methodology*

Summary: Although management scholars have devoted considerable effort to researching the effects of servicescapes [Bitner, M.J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, *56*(2), 57–71] on customer behavior, we still lack an up-to-date systematization of both theoretical and empirical findings. This paper aims at filling the gap with a systematic literature review based on rigorous criteria. In reviewing the 188 selected papers, attention has been devoted to an in-depth analysis of new research paths on the topic. Our research findings contribute to a deep understanding of the link between customer behaviors and new ways of interpreting specific features of the services cape. We believe these implications are valuable for both managers and scholars.

PAPER 6: Quality evaluation in health care services based on customer-provider relationships

Published year: *October 2005*
Author: *Vasco Eiriz, Jose Antonio Figueiredo*
Journal name: *International Journal of Health Care Quality Assurance*
Methodology used: *Systematic review of literature*

Summary: To develop a framework for evaluating the quality of Portuguese health care organisations based on the relationship between customers and providers, to define key variables related to the quality of health care services based on a review of the available literature, and to establish a conceptual framework in order to test the framework and variables empirically. Health care services quality should not be evaluated exclusively by customers. Given the complexity, ambiguity and heterogeneity of health care services, the authors develop

a framework for health care evaluation based on the relationship between customers (patients, their relatives and citizens) and providers (managers, doctors, other technical staff and non-technical staff), and considering four quality items (customer service orientation, financial performance, logistical functionality and level of staff competence).

PAPER 7: Customer Care Excellence in the New Product Development Process

Published year: 2018

Author: Ville Isoherranen and Jukka Majava

Journal name: International Journal of Value Chain Management

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 concepting and development phases in order to ensure an excellent customer experience. The traditional elements of care—spare parts, service tools, and support—must be coupled with new services. Future cutting-edge products demand new self-support, repair, and upgrade capabilities that are enabled by the digitalisation of product-service assets and low-cost distribution platforms. 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 concepting phase. In addition, the critical care outputs in the case company's product development process in the main phases are presented.

PAPER 8: Customer Care in Financial Service Organisations

Published year: May 1989

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.

PAPER 9: Customer Satisfaction of Selected DTH Services

Published year: *December 2014*

Author: *Dr. Dumbre G. M., Prof. Kaldante K. H.*

Journal name: *SUMEDHA Journal of Management*

Methodology used: *Administering Customer Satisfaction Questionnaires, DTH companies*

Summary: All the activities of a business enterprises i.e., raising of capital, installation of plant & machinery, recruitment of employees, constructing building premises, manufacturing products or rendering services etc. are done in the convenience of customers and he is a central point in every business & it is hence important to check or to verify whether the customers are satisfied or not. The present study tries to find out the level of satisfaction of customers regarding some selected DTH companies. This study also tries to analyse the factors which affects on selection process of customers when they are buying different type of brand. The Primary data required for the present study is collected by administering Customer Satisfaction Questionnaires and also by taking interview & discussions of DTH users and DTH retailers. The Secondary data required for the present study is collected from various types of reference books, newspapers, journals, periodicals and from variety of Websites of various authorities. The data so collected is analysed and presented by using percentage, ratios, charts, graphs, pie-charts etc.

PAPER 10: Customer-support service in the relationship perspective

Summary: The purpose of this paper is to describe customers' perception of customer support service related to the core service in telecommunications customer relationships. The customers' perceptions of the support-service stem from their contacts with the support service and are related to the importance for the relationship with the telecommunications provider. Design/methodology/approach – The study used a modified version of Switching Path Analysis Technique (SPAT) in its analysis to create the necessary data for carrying out a dynamic analysis – in other words customers' experiences of the customer-support service over time in their relationship with the service provider. The modification, called the SPAT mechanism, only focused on the difference between driving and non-driving factors related to the relationship strength. Findings – From the service perspective it was found that some of the customers in the present study were particularly focused on the customer-support, which made it dominate the relationships. At that special time, their telecommunications service predominantly comprised customer support, which was more important than the core service. At other times, when the support-service focus was not as strong, the priority was likely to be different. Consequently, the composition of the telecommunications service and the core service is according to customers' expressions dynamic and only the customer perspective has the authority to define it. Research limitations/implications – Research on service has been going on for several decades, and thus offers a great variety of findings from cross-sectional studies. Therefore, the present study's presentation of only one kind of service could be considered limited. Originality/value – The paper provides useful information on customers' perception of customer support service related to the core service in telecommunications customer relationships.