CLOUD APPLICATION DEVELOPMENT

CUSTOMER CARE REGISTRY

IBM PROJECT - TEAM ID : PNT2022TMID45523

TEAM LEAD

KAMALASRI.S - 812719104013

Team Members

Kanimozhi.R - 812719104014

Kaviya.s - 812719104015

Kirubanithi.E - 812719104016

Of

BACHELOR OF ENGINEERING

COMPUTER SCIENCE AND ENGINEERING

CUSTOMER CARE REGISTRY

LITERATURE SURVEY

When done well, customer care registry boosts the overall customer

Experience by providing answers to common questions through the website,

Social media, or with customer support agents. Companies benefit from investing

Customer care

* Customer satisfaction can increase and customer loyalty can improve
* Customer service agents spend less time on routine tasks
* Answering commonly asked question,enabling agent to do more meaningful tasks.

SURVEY 1 :

Customer expectations are extremely high, putting increased pressure on

Companies to improve their customer relationship. According to forrester,

Only 18% of customers said they would continue doing business with protect that

Has disappointed them. Poor customer care is costly. But they are costly to run and

Can have a high rate of employee turnover,social media drawback.

SURVEY 2 :

To properly manage customer care, companies must understand how they are

Succeeding and what needs improvement. This requires performance can also

Provide insights into what is causing a breakdown in customer retention.

Which measures customer satisfaction.using like tools machine learning ML

Companies quickly identified the problem.

SURVEY 3 :

Customer- centric business are the need of the hour. And customer -centric business can

Only be created by adapting effective customer care polices .this can involve a number

Tasks are achieved enabled application.improving remediation function process

This not only removes inconsistency in the way of tickets are resolved. Improve

Productivity , now what to do exactly agent.