Customer Care Registry:

How Customer issues are Processing in order to give a good service

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Abstract

The project named "Customer Care Registry" is based on Cloud 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. The main role and responsibility of the Admin are to take care of the whole process. Starting from Admin login followed by the agent creation and assigning the customers complaints. Finally, He will be able to track the work assigned to the agent and a notification will be sent to the customer. Users can register for an account. After the login, they can create the complaint with a description of the problem they are facing. Each user will be assigned with an agent. They can view the status of their complaint.

Keywords: Cloud,Customer issue,Admin,Agent.

Review of Literature

Customer Satisfaction:

Customer Satisfaction is a feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product against the expected performance results (Kotler 2006:177, 2019)). The dimension or indicator of Customer Satisfaction is if the performance is below the expectations of eating dissatisfied customers, if the performance meets expectations then the customer is satisfied, if the performance exceeds expectations then the customer is very satisfied or happy (Kotler 2006:177, 2019) . Customer Satisfaction is an attitude that is decided based on the experience obtained. Satisfaction is an assessment of the characteristics or privileges of a product or service, or the product itself, that provides a level of consumer pleasure with regard to meeting consumer consumption needs(Sugeng, 2016) . Dimensions or indicators of Customer Satisfaction can be created through quality, service, and value. The key to generating customer loyalty is to provide high customer value. (Sugeng, 2016) Customer Satisfaction is the customer's response to the evaluation of perception of differences in initial expectations prior to purchase (or other performance standards) and the actual performance of the product as perceived after wearing or consuming the product in question. (Tjiptono, 2012) Customer Satisfaction has been researched a lot by previous researchers including (Afriliana et al., 2018; Librianty & Yuliarto, 2019; Purwanti et al., 2014; Rahayu & Setyawarti, 2018; Rangkuti, 2003; Risdah, 2019; SiahaanSodiq & Wijaksana, 2014; Supardiasa et al., 2018; Wahyuddin et al., n.d.; Wijayanti, 2019; YUNIATI, 2016; Zahratul Aini, 2019)

Complaint Level :

The level of complaint is how high the complaint or delivery of dissatisfaction, discomfort, irritation, and anger over the service of the service or product. The dimension or indicator (Tjiptono, 2007) of complaint level is the high level of complaint. (Tjiptono, 2007) This level of complaint has been researched by many previous researchers, among which are , .(Rizqi et al., 2020),(Setiadi & Wahyudi, 2020).

Customer Value:

Customer value is composed of product value, service value, personnel value and image value, and the change of each value is influenced by the total value of customer value. Service value refers to an enterprise providing customers with a variety of additional services with the sale of the product , including product introduction, delivery, installation, commissioning, maintenance, technical training, product assurance. Service value is one of the important factors that constitute the total customer value. In the modern marketing practice, with the increase of the consumer's income level and the change of their consumption concepts. When consumers buy products, they not only pay attention to the level of the value of the product itself, but also pay more attention to the added value of products. Especially in the quality and properties of similar products in roughly the same or similar, the enterprise which provides customers with value-added services more complete, more added value of the product, the actual benefits of the customer get is greater, than purchase the total value is greater; on the contrary, it is small. Therefore, in providing high quality products, enterprises should provide consumers with perfect

service at the same time. This has become the new focus on the modern enterprise market

competition. At present, many literature have discussed many aspects of customer service value,

which have been developed in the breadth and depth of the study. In this paper, Integrated the

main points of the literature, from the service value of the research content and development

stage, and other aspects of customer service value research conducted a comprehensive review of

the existing research progress and deficiencies.

Complaint Management and Knowledge:

Few firms excel at handling service failures. Employees cannot improve service

processes when they experience recovery and companies still do not learn from service failure.

Recovery ineffectiveness is due to the competing interests of managing employees, customers

and processes. To address these criticisms, complaint management must find new approaches to

achieving consistency and to aligning the interests between a company's actions and the needs of

its customers and employees. Service recovery performance depends upon an organization

commitment to incorporate knowledge management into complaint management processes and

upon its ability to manage knowledge assets in each complaint management step

Complaint Management and Agents:

An organization's service recovery procedures lead to three distinct outcomes: customer, process and employee recoveries.Many organizations have focused their efforts on customer recovery and have, to some extent, ignored the potentially higher impact outcomes of process and employee recovery. Service recovery procedures have more impact on employees and process improvement than on customers. Many organizations seem concerned with service recovery but few are good at it or get the benefits of recovered customers, improved processes or recovered employees.Many organizations have some way to go to develop their recovery procedures.

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