

Unified Customer Satisfaction Tracking

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Abstract—Tracking customer satisfaction is a crucial part for online businesses. For producers, it enables them to incorporate feedback about their products from customers directly, while for marketplace owners, it enables them to identify highly sought-after and badly selling products, and adapt their supply chain accordingly. We introduce Customer Satisfaction System (CuSaSy), a software that can be integrated with a large variety of marketplace systems, enabling marketplace operators to outsource customer satisfaction management to an outside party, decreasing time-to-market and increasing speed of development.

Index Terms—E-Business, Customer Satisfaction

I. INTRODUCTION

customer satisfaction is important (citation needed)

- 1) producers -> get feedback -> change product
- 2) marketplaces -> identify
 - a) bad products -> remove/deprioritize from catalogue
 - b) good products -> optimize supply chain
- 3) all: better product discovery by incorporating product ratings into search

II. RELATED WORK

are there existing solutions? comparison matrix

III. SYSTEM DESIGN

A. Architecture

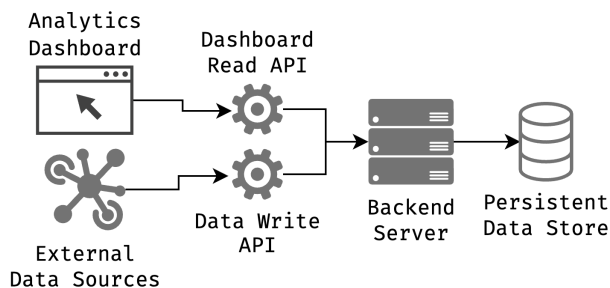


Fig. 1. Software Architecture

B. Authentication and security considerations

we need secure auth, for microservice envs: JWT? (-> minimal shared state) rbac? Writer+Reader

C. Data Warehouse Integration

how do we export data and make it easily accessible for data warehouse ops?

D. Data collection and processing pipeline

what happens to the data. Where is it collected, processed and stored.

IV. TECHNICAL DOCUMENTATION

A. API Surface

B. Data Storage and Management

REFERENCES