

ABSTRACT

CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM WEBSITE

In the competitive landscape of the automotive service industry, customer feedback plays a pivotal role in shaping service quality and driving business growth. This project introduces an innovative feedback management system tailored for car service providers. The system facilitates the collection, analysis, and utilization of user reviews and feedback, empowering service providers to make data-driven decisions and enhance their marketing strategies. This process gauges customer sentiment, identifying positive experiences and areas requiring improvement. Service providers can promptly address negative feedback, resolve customer concerns, and prevent potential negative reviews from impacting their reputation. By actively listening to customer feedback and implementing necessary changes, car service providers can significantly enhance overall customer satisfaction. Satisfied customers are more likely to return and recommend the service to others. By consistently analysing feedback and adapting their services, providers can foster a loyal customer base and establish a positive reputation. Long-term growth is achieved through customer retention and positive word-of-mouth marketing.