

LITERATURE SURVEY

1.Customer services: A part of market orientation

Authors: Lalonde& Zinser,Rinehart et al, Bovee&Thill,Christoper,Lehtinen

The aim of this paper is to present the importance of customer services as a part of market orientation from both the theoretical view and by selected results of the survey of Hi-Tech firms in the Czech Republic. The research was particularly focused on a customer. The first part of the paper briefly describes the main characteristics of customer services from the customers' view. The second part is focused on survey of Hi-Tech companies. The results from the research show that management of companies is usually aware of the importance of customers' satisfaction and of the quality supply of customer services as well. Customer services are widely seen as a necessity for today's survival on the market. The paper is written in the framework of research project "Research on implementation on market orientation in High-Tech Firms" supported by Grant Agency of the Czech Republic (GA 402/07/1493).

2. Customer Care:

Reference link: <https://www.scribd.com/document/452190381/CUSTOMER-CARE-PROJECT-REPORT>.

The existing system is a semi-automated at where the information is stored in the form of excel sheets in disk drives. The information sharing to the volunteers Group members ,etc. is through mailing feature only. The information storage and maintenance is more critical and not secure in the system. Tracking the member's activities and progress of the work is a toughest job here. This system cannot provide the information sharing by 24x7 days.

3.online customer service system:

Reference link: https://1000projects.org/online-customer-service-system-project-source-code-in-asp-net-and-project-report.html#google_vignette.

Achieving and maintaining a successful Help Desk operation can depend on a number of pre-conditions that need to be in place. These components have been identified from surveys covering a wide range of help desk facilities. Set clear, realistic and quantifiable goals and objectives Understand your customer requirements and carefully plan the Help Desk structure. The main goal of problem management is in the detection of the underlying reasons for a particular incident and the resolution and prevention of future reappearance of that incident through problem elimination.