**CUSTOMER** **CARE** **REGISTRY**

**TEAM ID:** PNT2022TMID50123

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**PAPER 1:** Mona N. Shah, Vineet Raitani, Aditya Oza, Kunal Gupta, Customer Satisfaction Study of the Mumbai Metro Service, 2017.

The outcome of this paper is to establish the client and customer satisfaction criteria as the two key stakeholders in construction project for the issue of performance measurement based on the reviewed data. The methodology of this study is based on comprehensive literature review of performance measurements for client and customer whereby the data were analyzed, using the metrics which the additive number of each customer and client-satisfaction criteria are occurring in previous study. From the metric analysis, the common factors for customer and client satisfaction were ranked. From the analysis of this paper, it can be concluded that expectation and perception are the two common critical satisfaction criteria for client and customer that must be considered where the satisfaction is required. This study examines the home builders performance measured by the home buyers satisfaction. In this paper 16 home builders are participated and 300 valuable inputs are used & model for the customer satisfaction is evaluated.

**PAPER 2:** Susan Rose, Neil Hair, Moira Clark, Online Customer Experience: A Review of the Business-to-Consumer Online Purchase Context, 2011.

The output of the research proposed in this paper would lead to effective measurement scales for the e- marketer to use in the identification of relevant inputs and outputs of an effective OCE for retail websites. The proposed framework suggests that e-marketers need to be aware that, while functional performance of a website is important (as embedded in the proposed antecedents, e.g. easy navigation, usefulness, information provision), it is also important to understand the experiential state of customers and the responses they are likely to generate. Managerial effort tends to focus on the former in terms of the development of website performance. Consumer research should focus upon understanding the emotional and cognitive state of customers both during and following the online purchase process, and understanding how to adjust the features of a website to improve these. At the same time, there may be differences in the relevance of different experiential states, depending on the nature of the product or service type being delivered via the website.

**PAPER 3:** Ebenezer Paul Rajan, Customer Experience Management in Online Retailing: A Literature Review, Karpagam Academy of Higher Education, 2015.

In this paper they described the customer care concept with the help of CEM. Customer experience management (CEM) is the collection of processes a company uses to track, oversee and organize every interaction between a customer and the organization throughout the customer lifecycle. The goal of CEM is to optimize interactions from the customer's point of view and, as a result, promote customer loyalty. Customer experience management (CEM) is defined as “the discipline of managing and treating customer relationships as assets with the goal of transforming satisfied customers into loyal customers, and loyal customers into advocates of your brand.”A customer experience is an interaction between an organization and a customer as perceived through a customer’s conscious and subconscious mind. It is a blend of an organization’s rational performance, the senses stimulated and the emotions evoked and intuitively measured against customer expectations across all moments of contact.

**PAPER 4:** Shenbhaga vadivu Thangavel**,** A Study on customer Satisfaction towards Online Shopping, Sri Krishna College of Arts and Science, 2015.

This paper tells as, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice.