

Role of Information Technology to get Customer Satisfaction and Business Improvement

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Abstract:

Customer is an important factor in any business or company. If the customer is satisfied, then business will work in a proper way. Since last few years business is totally or partially computerized or based on technology. That's the reason, various software and IT tools came across in the market to run the business by using technologies. By using these tools and software businessman can give the service to the customer as per his requirement. Hence CRM systems, AI-powered chatbots, and data analytics are used to give the service to the customer in digital format.

Keywords:

Information Technology, IT tools, AI- powered chatbots, Data analytics, Customer bonding.

Introduction:

Information systems give the service to the customer by communicating with the customer and understand their needs from our business. It is starting with customer relationship management (CRM) software to AI-powered chatbots and data analytics tools. It works on customer requirement by studying the needs of the customer. Because of this customer loyalty and trust will increase.

By using information systems, it is easy to do internal process against the product. It is important to give proper service within a period. These systems allow the resources produced by human being various problem. Customer

satisfaction will increase automatically by completing need of the customer. The latest technological solutions have used for satisfaction of the customer and work organization properly. To build strong bonding, improve customer satisfaction, artificial intelligence, chatbots, or data-driven insights, technology is used.

Objectives:

The Information Technology Communicate through live chat, chatbots, and social media, allowing to solve problems of the customers. Customer Relationship Management is always given the support to understand customer records separately and make product recommendations and marketing status.

Customer can receive an information of any business with the help of software but no need to visit manually that organization. By customer information businesses can understand customer requirements before the problem may arise.

By using Information Technology work of business is going on Fastly and accurately. Automatically, online payment, give the process order, manage account details business processes will work accordingly. It is possible check customer data to understand customer behaviour, strength, weaknesses and make the changes in their goods and services as it will be more useful for the customer business processes will work. By providing offers against the product Information Technology systems do the communication with the customer.

Through the various communication software IT systems discuss with the customer regarding their satisfactory towards product. Hence a good relationship is built in between company and customer. That will help to increase customer trust on products and services.

Customer Relationship Management System (CRM), AI Powered Chatbots, and various other data Analytics tools are used to generate a good interaction between customer and service provider by adjust the data as customer oriented.

Information Technology tools is used to give facility to customer handle their accounts easily. Also, customer able to access information and details about their products and services.

Information Technology tools:

Business is not possible without customer. To grow the business customer satisfaction is very important. Information Technology provide the facility in the form of IT tools, by using these tools it is possible to take feedback from the customer, fulfil the requirement of the customer, do the customer analysis at smooth level. It contains 1) SurveySparrow, 2) Type form, 3) Qualtrics, 4) Zonka 5) Feedback for surveys, 6) Decision Support System (DSS).

1) SurveySparrow: SurveySparrow is a survey tool that transforms normal surveys into attractive survey, it is developed to collect feedback by the interaction between business and customer with the help of different

channels like chat-style surveys, classic forms. SurveySparrow is a customer experience management platform that offers a variety of features to create surveys, integrate with other applications, and share results.



Dia: SurveySparrow

2) Typeform:

Typeform is used to understand the customer. It is also used to make the feedback form as well as database of the customer. It is also useful to data analysis of the customer. Typeform is a software used to create forms easily understandable by users.

3) Qualtrics:

Qualtrics is an online survey tool through its users can build and distribute surveys, like database collection and analyse it by using the same platform. It includes multiple choice questions, table in the matrix form, graphical data. These all data are to be stored in this above-mentioned tool in the form of library. It has been ability to upload population files into Qualtrics to distribute survey easily. It also has Qualtrics e-mailer, customizable survey URL, social media, and QR codes like multiple distribution options.

4) Zonka:

It is the tool transmits high-volume, unstructured feedback from chats, tickets, reviews and from survey. Zonka Feedback is a Customer and Product Experience Platform enabling businesses to understand customer's problems as well as opinion, increase customer experience. It takes the feedback from the customer, take the necessary action to improve the business and receive customer satisfactions against it.

Assessment process of industrial symbiosis for the IT tools [12].

The view of the IT tools was not distributed at all the five stages. Apart from these three levels was used to differentiate the steps of view of various IT tools.

These three levels are:

- 1 (no or low focus): minimal or no focus on the stage.
- 2 (moderate focus): supporting some aspects of the stage, but the focus lies in another stage.
- 3 (strong focus): tools or projects with core objective and focus on this stage.[12]

These three levels of scaling the view on a given IS lifecycle level, the adaptability for content analysis was discussed. The best example of IT tool already established in the EU funded H2020 project, EPOS (Efficiency and Performance in process industry Operations via onsite and cross-sectorial Symbiosis), is provided to involved how the three levels are used to get to a perception about the view of the IT tools. The EPOS IT tool improve the common structure of companies.

The EPOS User merge website gives information on common IS examples. They are used to take follow up. The obstacle of discussion about the areas that are not in concern, comes back from data from blueprints. [12]

5) Feedback for surveys:

Customers are very important for any business. Customer surveys are the tool to gather constructive feedback from the people who know the most about the qualities of your products and services. A complete feedback system by using Information Technology, automated workflows & powerful integrations. The software solution is allocated for customer feedback to survey the market.

6) Decision Support System (DSS):

Decision Support Systems (DSS) are important computer system-based type, that used help to business and the process to give proper decision about the process. A properly developed system is the active system-based software used to give decision about useful information from collected data, documents and other information.

Information that a decision support application collected and expressed as given below:

- An inventory of all information collected.
- Comparative sales figures between one week and the next,
- Projected revenue figures based on new product sales assumptions,
- The consequences of various options, based on experience that are discussed [3].

By using information Technology tool (feedback for surveys), that is simple to collect information of the customers.

As an example, following is the database of the customers with an attributes like Name, Age, Gender, Education, Occupation, Product Type, Payment Mode.

Sr. No.	Customer Name	Age	Gender	Education	Occupation	Product Type	Payment Mode
1	John	23	Male	Graduate	Student	Daily needs	Online
2	Reddy	45	Male	Graduate	Service	Grocery	Cash
3	Roshan	33	Male	Postgraduate	Service	Milk	Cash
4	Ritesh	56	Male	Graduate	Business	Cleaning Products	Online
5	Saniya	27	Female	Postgraduate	Service	Grocery	Cash
6	S. Reena	48	Female	Graduate	Service	Milk	Cash
7	Minu	35	Female	Postgraduate	Home Maker	Daily needs	Online
8	Paramjeet	43	Female	Graduate	Business	Milk	Online
9	Rinku	31	Male	Postgraduate	Service	Cleaning Products	Online
10	Sanjit	63	Female	HSC	Retired	Grocery	Cash
11	Suraj	58	Male	SSC	Retired	Daily needs	Cash
12	Reema	46	Female	Postgraduate	Business	Grocery	Cash
13	K. Rao	35	Male	Postgraduate	Business	Milk	Cash
14	Smith	67	Male	HSC	Retired	Cleaning Products	Online
15	P. Thomas	38	Male	Postgraduate	Business	Grocery	Cash
16	Minto	19	Male	Undergraduate	Student	Daily needs	Cash
17	Gopaldas	42	Male	Postgraduate	Business	Grocery	Cash
18	Nandita	53	Female	HSC	Home Maker	Milk	Cash
19	Nisha	37	Female	Postgraduate	Business	Cleaning Products	Online
20	Niraj	22	Male	Graduate	Student	Daily needs	Cash

To increase the business, it is important to fulfil the requirement of the customer and by analyzing above table based on Product, Age, Gender, Education, Occupation customer choice and preference can be decided. It is shown in table given below.

Gender wise:

Sr. No.	Customer Name	Age	Gender	education	occupation	Product type	payment mode
1	John	23	Male	Graduate	Student	Daily needs	Online
2	Reddy	45	Male	Graduate	Service	Grocery	Cash
3	Roshan	33	Male	Postgraduate	Service	Milk	Cash

4	Ritesh	56	Male	Graduate	Business	Cleaning Products	Online
9	Rinku	31	Male	Postgraduate	Service	Cleaning Products	Online
11	Suraj	58	Male	SSC	Retired	Daily needs	Cash
13	K. Rao	35	Male	Postgraduate	Business	Milk	Cash
14	Smith	67	Male	HSC	Retired	Cleaning Products	Online
15	P. Thomas	38	Male	Postgraduate	Business	Grocery	Cash
16	Minto	19	Male	Undergraduate	Student	Daily needs	Cash
17	Gopaldas	42	Male	Postgraduate	Business	Grocery	Cash
20	Niraj	22	Male	Graduate	Student	Daily needs	Cash

Sr. No.	Customer Name	Age	Gender	education	occupation	Product type	payment mode
5	Saniya	27	Female	Postgraduate	Service	Grocery	Cash
6	S. Reena	48	Female	Graduate	Service	Milk	Cash
7	Minu	35	Female	Postgraduate	Home Maker	Daily needs	Online
8	Paramjeet	43	Female	Graduate	Business	Milk	Online
10	Sanjit	63	Female	HSC	Retired	Grocery	Cash
12	Reema	46	Female	Postgraduate	Business	Grocery	Cash
18	Nandita	53	Female	HSC	Home Maker	Milk	Cash
19	Nisha	37	Female	Postgraduate	Business	Cleaning Products	Online

Product wise:

Sr. No.	Customer Name	Age	Gender	education	occupation	Product type	payment mode
4	Ritesh	56	Male	Graduate	Business	Cleaning Products	Online
9	Rinku	31	Male	Postgraduate	Service	Cleaning Products	Online
14	Smith	67	Male	HSC	Retired	Cleaning Products	Online
19	Nisha	37	Female	Postgraduate	Business	Cleaning Products	Online

Sr. No.	Customer Name	Age	Gender	education	occupation	Product type	payment mode
1	John	23	Male	Graduate	Student	Daily needs	Online
7	Minu	35	Female	Postgraduate	Home Maker	Daily needs	Online
11	Suraj	58	Male	SSC	Retired	Daily needs	Cash
16	Minto	19	Male	Undergraduate	Student	Daily needs	Cash
20	Niraj	22	Male	Graduate	Student	Daily needs	Cash

Sr. No.	Customer Name	Age	Gender	education	occupation	Product type	payment mode
2	Reddy	45	Male	Graduate	Service	Grocery	Cash
5	Saniya	27	Female	Postgraduate	Service	Grocery	Cash

10	Sanjit	63	Female	HSC	Retired	Grocery	Cash
12	Reema	46	Female	Postgraduate	Business	Grocery	Cash
15	P. Thomas	38	Male	Postgraduate	Business	Grocery	Cash
17	Gopaldas	42	Male	Postgraduate	Business	Grocery	Cash

Sr. No.	Customer Name	Age	Gender	education	occupation	Product type	payment mode
3	Roshan	33	Male	Postgraduate	Service	Milk	Cash
6	S. Reena	48	Female	Graduate	Service	Milk	Cash
8	Paramjeet	43	Female	Graduate	Business	Milk	Online
13	K. Rao	35	Male	Postgraduate	Business	Milk	Cash
18	Nandita	53	Female	HSC	Home Maker	Milk	Cash

Payment wise:

Sr. No.	Customer Name	Age	Gender	education	occupation	Product type	payment mode
1	John	23	Male	Graduate	Student	Daily needs	Online
4	Ritesh	56	Male	Graduate	Business	Cleaning Products	Online
7	Minu	35	Female	Postgraduate	Home Maker	Daily needs	Online
8	Paramjeet	43	Female	Graduate	Business	Milk	Online
9	Rinku	31	Male	Postgraduate	Service	Cleaning Products	Online
14	Smith	67	Male	HSC	Retired	Cleaning Products	Online
19	Nisha	37	Female	Postgraduate	Business	Cleaning Products	Online
Sr. No.	Customer Name	Age	Gender	education	occupation	Product type	payment mode
2	Reddy	45	Male	Graduate	Service	Grocery	Cash
3	Roshan	33	Male	Postgraduate	Service	Milk	Cash
5	Saniya	27	Female	Postgraduate	Service	Grocery	Cash
6	S. Reena	48	Female	Graduate	Service	Milk	Cash
10	Sanjit	63	Female	HSC	Retired	Grocery	Cash
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15	P. Thomas	38	Male	Postgraduate	Business	Grocery	Cash
16	Minto	19	Male	Undergraduate	Student	Daily needs	Cash
17	Gopaldas	42	Male	Postgraduate	Business	Grocery	Cash
18	Nandita	53	Female	HSC	Home Maker	Milk	Cash
20	Niraj	22	Male	Graduate	Student	Daily needs	Cash

Conclusion:

Information Technology plays an important role in customer relationship management. It gives devices of Information Technology to do data analysis. In business, quality of product, market trends, and customer needs can be checked. Customers get knowledge about the product online as well as offline. Hence to get customer satisfaction, proper service and good products are decided by the business.

To get response from the customer by the pattern of feedback IT tool is used such as CRM systems, AI-powered chatbots, and data analytics are used to develop strong bonding in between customer and businessman. Above given table, it is clearly describing the gender wise, product wise and payment wise customer data to get an idea to improve business for the customer satisfaction.

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