The Importance of Empowerment in Customer Service Management

Customer Helper

Dr.Foziah Hassan Gazzawe , Rewaa Saeed Khalifah , Ranem Fawzi Organji , Maysem Mohamed Al-hazmi
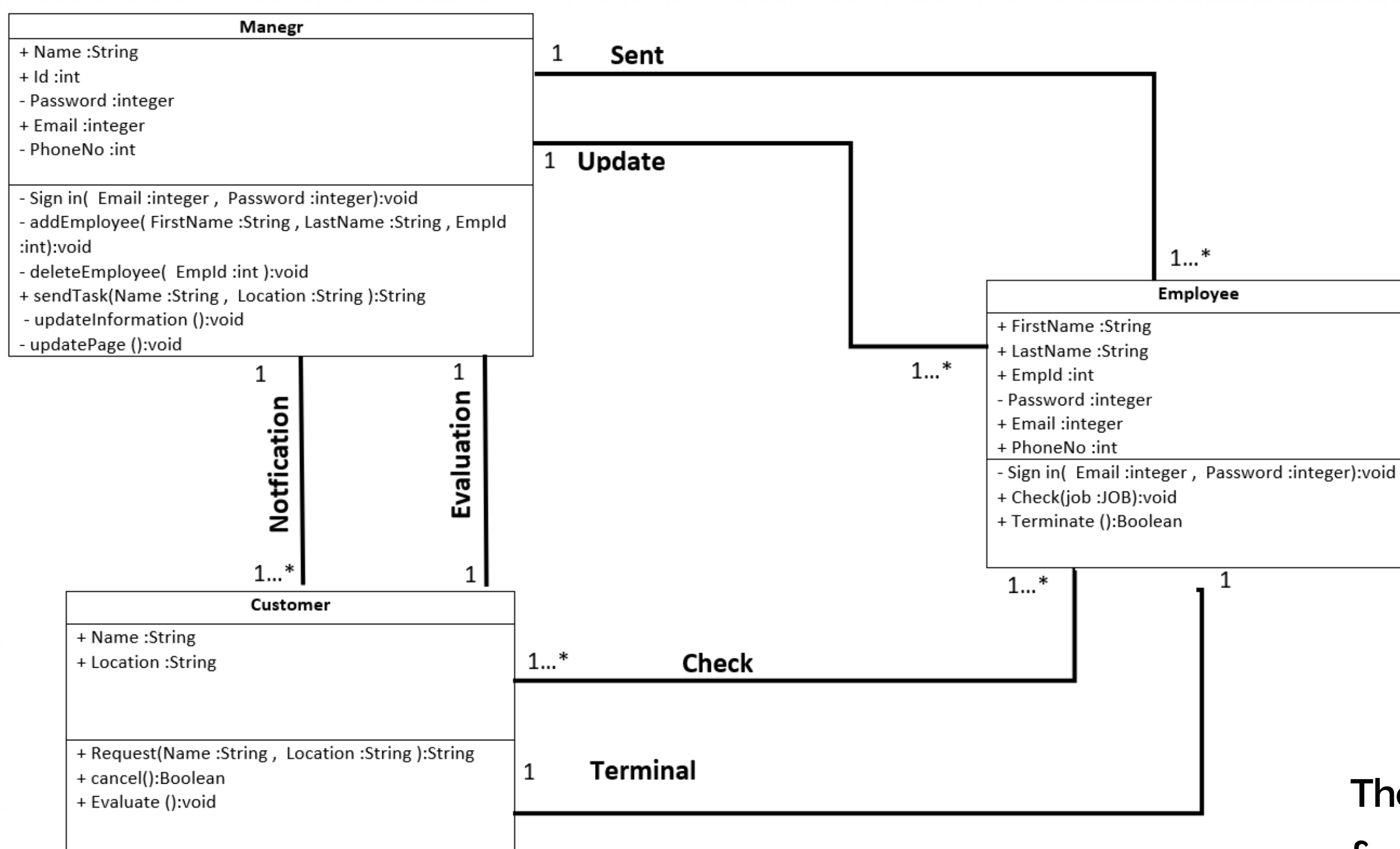
1. BACKGROUND

Successful companies are inclined to develop an application that allows customers to reach their needs in terms of services and information. The first problem facing the customer is the lack of staff to help him meet his requests.

PROBLEM: There is difficulty in accessing products in large area stores due to the frequent overcrowding of the store, leading to long waiting times and customer dissatisfaction.
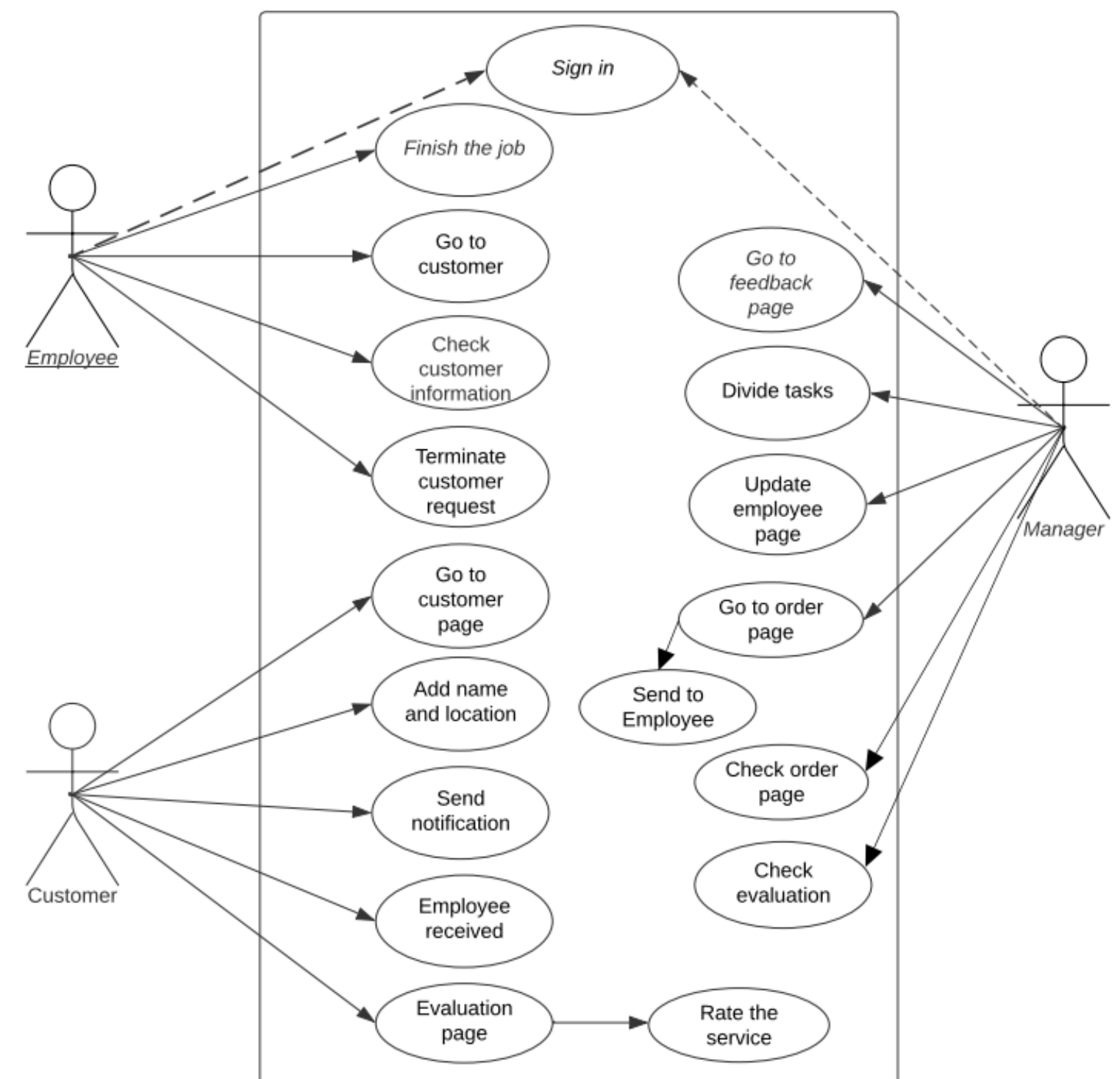
2. METHODOLOGY

This research used semi-structured interviews with about six people, aged between 20-40. Their experiences differ based on their jobs. This method of data collection was chosen due to its advantage in collecting an in-depth amount of information in a short time regarding the experiences of individuals in relation to the research question.
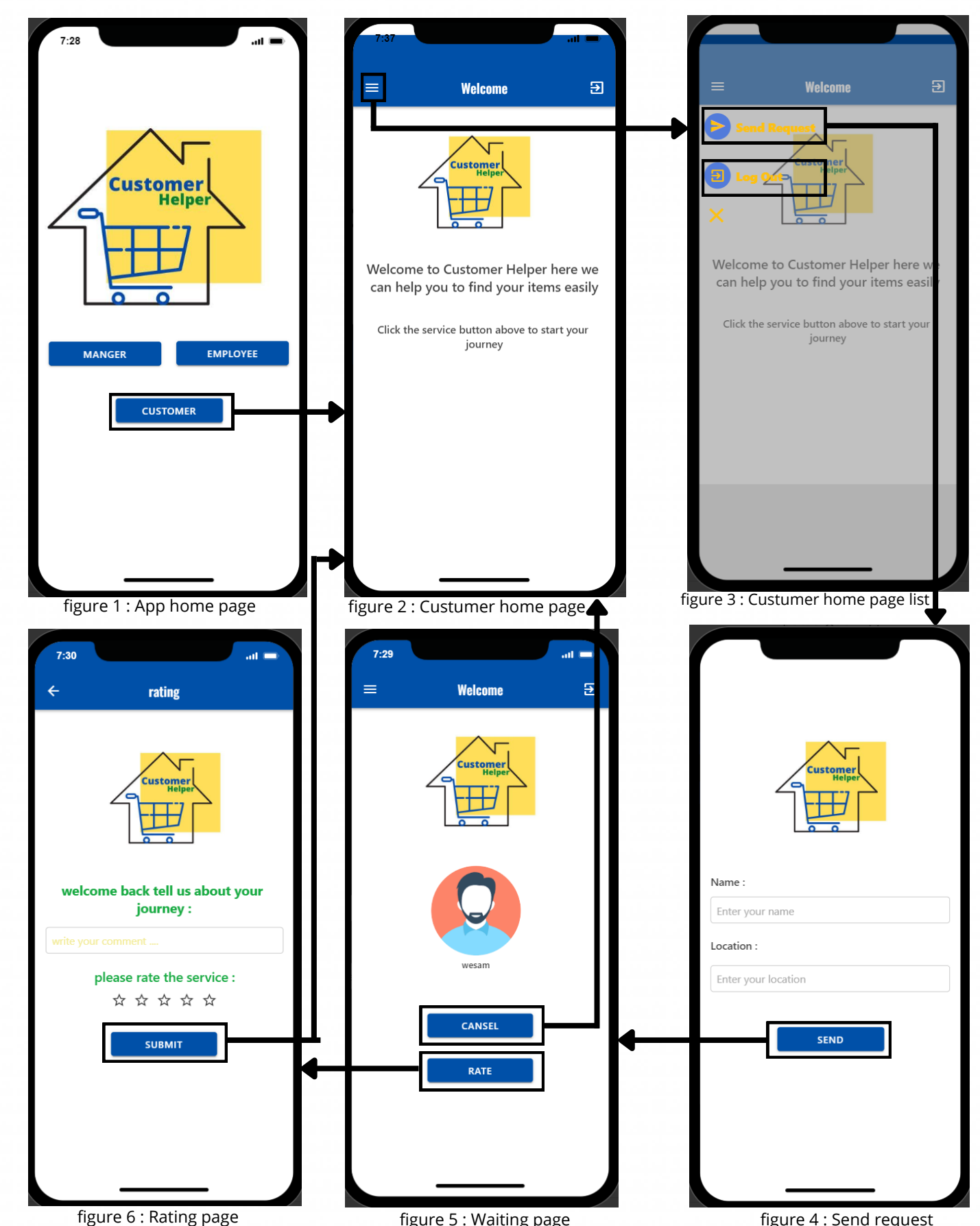
3. CLASS DIAGRAM

4. USE CASE

5. TOOL ALGORITHIM

figure 1 : App home page
figure 2 : Custumer home page
figure 3 : Custumer home page list
figure 6 : Rating page
figure 5 : Waiting page
figure 4 : Send request

These figures illustrate the initial design of the application for the app lication home page and custumer home page , custumer request ,custumer witing page and custumer rating page .

6. CONCLUSION AND FUTURE WORK

This research discussed the important idea of providing effective and professional customer service, including how a large business can deal with the same issue and move forward to avoid problems and improve customer satisfaction. The researcher suggested designing an application which simplifies customer service procedures and reduces waiting times. The future work will be to add more features to the application and test the suitability of the application as a solution to this research.

7. REFRENCES

[1] Abram, M., Szydlowska, D., Borkowski, K., & Walas, B. (2016). Factors Affecting the Process of Customer Service. Geografické Informácie, 20(2), 377–387.

[2] Bacile, T. J. (2020). Digital customer service and customer-to-customer interactions: investigating the effect of online incivility on customer perceived service climate. Journal of Service Management, ahead-of-print(ahead-of-print).

[3] Roy, S. (2018). Effects of customer experience across service types, customer types and time. Journal of Services Marketing, 32(4), 400–413. https://doi.org/10.1108/jsm-11-2016-0406