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Leveraging Mobility in Resolving Customer Complaints Electronically

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Abstract
How businesses resolve customer complaining behaviour effectively has been considered a "defensive marketing" strategy or a "zero-defections" strategy, which diminishes customer dissatisfaction. Handling customer dissatisfaction accompanies Web customer complaint management, which might be the critical issue for online customer service solutions and e-CRM. In this paper, we: 1) investigate the current methods of online/offline complaints; 2) current available solutions and their shortcomings3) provide guidelines for successful e-CRM. Fifty thousand customer complaints from different publicized e-business customer services were analyzedin this study. The research findings suggest that businesses should 1) provide excellent online customer services because customer service is the most important factor in customer satisfaction; 2) respond to customers' requests/complaints fast because the response speed is more important in customer satisfaction; 3) a one-stop easy accessible destination for all customer issues and complaints makes customer satisfaction convenient and effective.
Keywords- *e-CRM, IVRs, e-Business, SME, Mobile Technology, Python, Django*

1. Introduction

Information and communication technology (ICT) and e-business applications provide many benefits across a wide range of intra-firm and inter-firm business processes and transactions. ICT applications improve information and knowledge management inside the firm and can reduce transaction costs and increase the speed and reliability of transactions for both business-to-business (B2B) and business-to-consumer (B2C) transactions. In addition, they are effective tools for improving external communications and quality of services for established and new customers.

Mobile computing can improve the service you offer your customers. More powerful solutions can link you directly into the office network while working off site, for instance to access your database or accounting systems. This leads to great flexibility in working - for example, enabling home working, or working while travelling. Increasingly, networking 'hot spots' are being provided in public areas that allow connection back to the office network or the internet. The growth of cloud computing has also impacted positively on the use of mobile devices, supporting more flexible working practices by providing services over the internet.

The demand for access to business information and applications through mobile technologies such as the Apple iPhone and iPad, devices running

Google Android and Windows 7 Mobile or using RIM Blackberry is surging as consumer preferences and behavior spill over into the business workforce. The massive growth of adoption of these technologies around the world has many business managers wondering how to effectively position their firms to benefit from the trend. The drive for mobility is part of the business technology agenda for most companies today. Obviously, however, in a business rather than personal context, more types and complexity of information are needed, ranging from access to documents and presentations, to status on initiatives and processes, and for specific application needs to perform various business intelligence functions.

Against this fast-moving mobile background it is clear that just having mobile access to e-mail is profoundly insufficient for increasing productivity and producing better-informed employees. The integration of mobile devices such as laptops, tablet computers, PDAs and smart phones, along with their various applications and software, make it easier than ever for workers to collaborate and businesses to communicate with staff, customers, and vendors.

Mobile technology allows people to use company data and resources without being tied to a single location. Whether your staffs is travelling to meetings, out on sales calls, working from a client's site or from home anywhere on the globe, mobile devices can help them keep in touch, be productive, and make use of company resources.

Mobile IT devices can also change the way your company does business - new technologies lead to new ways of working, and new products and services that can be offered to your customers. They can make your team more efficient, more creative, and more valuable to your clients.

Every day businesses are learning more about the ways mobile technology can be used to increase their productivity and lead to increased profitability. Below are some of the key areas in which mobile technology can be useful.

Networking / Communication

Mobile technology allows companies to have an unprecedented level of connectivity between employees, vendors, and/or customers. Workers can download applications on their mobile devices that allow them to connect with others through social media such as LinkedIn, Face book and Twitter; or the firm can use native or web-based applications to enable direct communication with these audiences in a variety of ways.

Real-time communication with the office can be important in delivering business benefits, such as efficient use of staff time, improved customer service, and a greater range of products and services delivered. Examples might include:

- making presentations to customers, and being able to download product information to their network during the visit
- -quotations and interactive order processing
- -checking stock levels via the office network
- -interacting with colleagues while travelling - -sending and receiving emails, collaborating on responses to tenders, delivering trip reports in a timely manner

1.1 Marketing

Mobile technology has introduced a new dimension into advertising and marketing for businesses worldwide. Potential customers now see business advertisements on mobile phones through a wide variety of mobile marketing technologies including: SMS (text) messaging, mobile websites, mobile applications, banner ads, QR codes, IVR messaging and more.

These advertisements can be customized to reach a more specific, targeted audience thanks to software that "reads" the website or information individuals are seeking on their mobile device and displaying advertisements that relate to that information. Marketing is made more effective by this customization, and because most customers / potential customers always have a mobile device

handy, their exposure to advertisements is increased.

1.2 Commerce
a. Mobile ticketing
Tickets can be booked and cancelled mobile phones using a variety of technologies. Users are then able to use their tickets immediately, by presenting their phones at the venue.

b. Mobile vouchers, coupons and loyalty cards
Mobile technology can also be used for the distribution of vouchers, coupons, and loyalty cards. These items are represented by a virtual token that is sent to the mobile phone. A customer presenting a mobile phone with one of these tokens at the point of sale receives the same benefits as if they had the traditional token.

c.Content purchase and delivery
Mobile content purchase and delivery mainly consists of the sale of ring-tones, wallpapers, and games for mobile phones, and is evolving into the purchase and delivery of full-length music tracks, video, books and more.

d. Location-based services
Knowing the location of the mobile phone user allows for location-based services such as:
- Local discount offers
- Local weather / news / sports
- Tracking and monitoring of people
- Traffic reporting

e. Information services
A wide variety of information services can be delivered to mobile phone users in much the same way as it is delivered to PCs. These services include:
- International and national News / sports
- Stock quotes

- Financial records**f. Mobile banking**
Banks and other financial institutions use mobile commerce to allow their customers to access account information and make transactions, such as:
- check bank balances
- process bill payments
- transfer funds between accounts
- verify deposits and other transactions

g. Mobile brokerage
Stock market services allow the subscriber to react to market developments in a timely fashion and irrespective of their physical location.

h. Mobile Purchase
Merchants accept orders from customers electronically via mobile device thru mobile websites and/or apps. In some cases, catalogs delivered via mobile.

i. Mobile technology solutions may include:
- mobile infrastructure
- mobile website and/or application development
- mobile commerce solutions
- mobile marketing solutions
- mobile communication solutions
- mobile technology hardware / software management solutions
- GPS tracking solutions

Organizations that embrace mobility for business purposes likely will become not just more efficient, but also places where more people want to work. This could be an edge for employers in the increasing competitive challenges of recruiting and retaining talent in the coming decade.
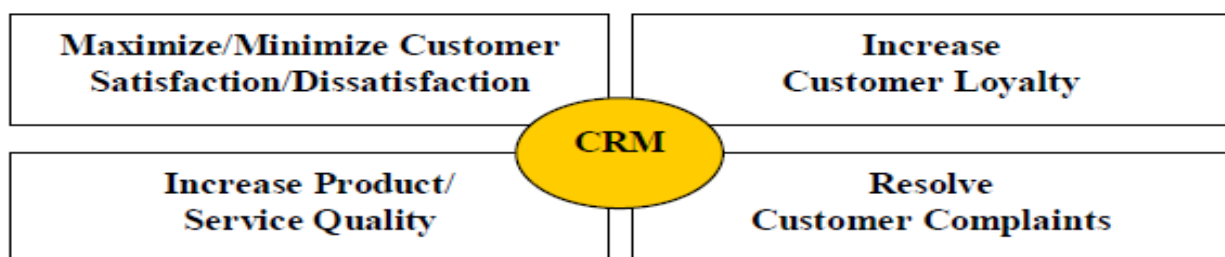

Figure No. 1: Key Components of e-CRM

2. Problems Faced By Customers

(Online and offline)

2.1 Problems related to customer care staff:

a) There's lack of trained individuals
b) Lack of communication skills
c) Rude and unhelpful staff
d) Apathetic from hearing the same problems over and over
e) Correct solutions are not provided due to lack of knowledge
f) "I will get back to you later" – the later never comes!
g) The response time taken is too long
h) The solutions offered are sometimes unlikely to resolve the problem
i) Customers are shuffled from one person to another
j) Being kept waiting for an unreasonable period of time

2.2 Problems related to the companies:

a) Slow, poor response to customer queries regarding product information
b) The websites of companies are not accessible anytime and anywhere
c) The promises, regarding the product delivery and other major details, made are not carried out
d) The online payment problems are not handled well
e) Silent calls persist everywhere; where the phone keeps ringing and there is no answer from the companies end
f) The customer has to keep checking several times whether an issue is being resolved i.e. no progress report available
g) Customers find the FAQs available from company to be unhelpful, incomplete or outdated
h) Being unable to get through to a company on a telephone
i) Not having customer's phone call returned by a company
j)

3. GENERAL SOLUTIONS FOR THE PROBLEMS

(Online and offline)

3.1 Solutions for problems with customer care service staff

a. Poor client service

- Investigate the areas of issue.
- Train staff in customer service skills.
- Rotate staff so they can increase their knowledge of other areas.
- Encourage and support teamwork.

b. Poor response to information request

- Retrain staff in how to respond to client requests.
- Set procedures on how to respond and response time frames.
- Provide more take-home literature to customers.

c. Lack of communication

- Train staff in communication skills.
- Implement a documentation system (e.g. a hand-over book for shift changes).

d. Rude staff

- Train staff in client service skills.
- Develop and use disciplinary procedures.
- Rotate staff to more suitable duties.
- Review recruitment and selection procedures.

e. Uninformed staff

- Make sure staff knows your products and services.
- Make more product literature available for reference.
- Encourage teamwork and support.

f. Promises not carried out

- Train staff in good customer service.
- Document promises made to clients and the mechanisms in place to ensure you deliver.
- Encourage teamwork and support.

g. Repeated complaints from the same client(s)

- Examine the nature of their complaints.

- Try to determine the reason for the frequency of complaints for this particular client.
- Discuss the pattern with your customer and your staff.

3.2 Solutions for problems with the product

a. Faulty product

- Investigate the fault with the manufacturer.
- Offer a replacement item or replacement model.
- Repair the product if it is under warranty.
- Consider replacing the product even if it is no longer under warranty.
- Train staff to explain warranty conditions at the time of sale and repair.

b. Incorrect/Insufficient descriptions of the product

- Train staff about the products they are selling.
- Ensure product literature is accurate.
- Investigate the product with the manufacturer.
- Make sure the staffs are explained warranty conditions.

c. Slow delivery

- Investigate lead times.
- Re-prioritise delivery schedules.
- Train staff to provide more accurate delivery data to clients.

4. Examples Of inefficiencies Of Current Customer Services

4.1. Akosha.com

-Akosha is an online consumer forum platform for consumers to lodge their complaints against any brand in India. If a consumer does not get a resolution to their complaint and insists on approaching a consumer forum, then Akosha helps the consumer in approaching consumer court across India by providing them consumer complaints and other required documents.

- Drawback: The response time is very high i.e. it's speed is very low when it comes to respond to a customers' query or request.

4.2. askme.com

-AskMe, the flagship product from Getit Infomedia, is used to find information related to anything and everything; be it restaurants, travel, matrimony, jobs, education, mobile, gadgets, etc. They cater to customer's immediate and impulsive requirement of information on mobile, internet and voice. AskMe has an extensive directory of information from across India that is both accurate as well as diverse.

- Drawback: The system of searching for a particular request from a consumer is faulty because it searches for the exact given word and not the actual meaning. Eg. The search for 'cheap restaurants' provides with results of only few cheap restaurants with mostly "cheap" shops, "cheap" clothing etc; which is very inefficient.

4.3. Epinions.com

- Epinions helps people make informed buying decisions. It is a consumer reviews platform on the Web and a reliable source for valuable consumer insight, unbiased advice, in-depth product evaluations and personalized recommendations.

Its main motto is: Unbiased Advice. Epinions does not decide what content to post and what not to post. Epinions is a platform for people to share their experiences - both good and bad

- Drawback : The company site has a tagline 'Unbiased Reviews' by Real People; more than 50 percent of the products are not being reviewed which eats the main purpose of the website so it is not reliable at all and also it is very difficult to navigate from a mobile site which makes it non-mobile.

4.4. cnet.com

- CNET tracks all the latest consumer technology breakthroughs and shows the customer what's new, what matters, and how technology can enrich his/her life. They provide the information, tools, and advice that will help the consumers decide

what to buy and how to get the most out of the tech in their lives.

- Drawback: Consumers might find this site unreliable because the reviews provided are the reviews of public some knowledge or maybe no knowledge which makes the reviews unhelpful.

4.5. Complaints.com

- Complaints.com is a database of personal, first-hand, consumer experiences with products and services.

This information is collected from Complaints.com site visitors, and published to the Complaints.com site for the primary benefit of consumers to learn from the personal experiences of other consumers.

- Drawback: This website asks their users to fill two forms with the personal data and login to the website each time when you have a complaint which is tedious and time consuming. Also, there is no guaranteed reply and the response time is very high which makes the website highly unreliable.

4.6. EComplaints.com

- eComplaints.com describes its service as a means of letting consumers "fight back" by voicing their concerns to companies who sell faulty products or services, while at the same time giving other consumers information on which to base their purchase decisions (http://www. ecomplaints.com). All complaints published by eComplaints.com are also sent to the companies in question, which encourage e-businesses to reply and to use the information to improve their products or services.

- Drawback: The website has stopped functioning temporarily which will directly affect their customer count.

5. "Companies That Prioritize The Customer Experience Generate 60% Higher Profits Than Their Competitors."

(Source: Leading on the Edge of Chaos)

- Improving the customer experience starts with the definition and unification of interactions. Everyone should have a clear understanding of what great customer service "looks and feels" like. Once you define your ideal customer experience, develop a simple roadmap of customer service conduct, how to handle customer complaints and manage dispute resolution. Empower your team to become solution-oriented instead of problem-focused. The key is to thoughtfully and purposefully collect data and then use it to your advantage.

You can proactively gather and record data from online, phone, in person, email, and social media inquiries to develop an online knowledge base and address concerns before they arise. The benefits are happy and empowered customers and decreased operational costs.

One of the best ways to manage customer dissatisfaction is to pre-empt it. Consider ways to communicate with customer's pre, post and during the transaction. Offer transparent product or service information via a standard online FAQ. Send a follow-up email to request a service review. Offer a simple survey for customers to vent, rant or rave after checkout.

Embrace unhappy customers. The reality is this, if a customer is going to complain, you'll want them to complain to you – not on a customer review site.

Table No. 1

Analysis of Customer approach for their Complaints

Services	Statistical Analysis of Customer Behavior
Web self-service	• 67% of consumers use web self-service knowledge to find answers to their questions. (Source: Forrester) • By 2020, the customer will manage 85% of the relationship with an enterprise without interacting with a human. (Source: Gartner)

	• 45% of consumers will abandon their online purchase if they cannot find a quick answer to their questions. (Source: Forrester) • 90% of consumers will always check a website before e-mailing or calling a company. (Source: Synthetix) • By 2015, 50% of online customer self-service search activities will be done by virtual agents. (Source: Gartner)
Live chat	• 44% of online consumers say that having questions answered by a live person while in the middle of an online purchase is one of the most important features a website can offer. (Source: Forrester) • 63% of online consumers said they were more likely to return to a website that offers live chat. (Source: Forrester) • 26% of consumers would use live chat if they cannot self serve. (Source: Synthetix) • 38% of online consumers said they had made their purchase due to a chat session. (Source: Forrester) • Online chat adoption among customers has risen from 30% in 2009 to 43% in 2012. (Source: Forrester)
Mobile customer service	• By 2015, there will be more people accessing the web using a mobile device than through a PC. (Source: IDC) • 43% of companies class mobile customer service as a priority. (Source: ICMI) • Tablet sales are predicted to overtake PC sales permanently by 2017. (Source: Gartner) • 62% of companies think mobile customer service is a competitive differentiator. (Source: ICMI) • 75% of consumers think companies should make answers to all their common questions available via Smartphones. (Source: Synthetix)
Social customer service:	• 70% of businesses are anticipated to use social media as part of their customer service programs by mid-2014. (Source: Aberdeen Group) • Failure to respond via social channels can lead to up to a 15% increase in the churn rate for existing customers. (Source: Gartner) • 46% of consumers have used social media to vent their frustrations about a poor service experience. (Source: American Express) • Adoption of social customer care programs increased fivefold from 12% in 2010 to 59% in 2013. (Source: Aberdeen Group) • 55% of consumers now expect companies to provide customer service via social media sites such as Facebook. (Source: Synthetix) • Companies delivering customer support through social media achieve superior gains – 7.5% v's 2.9%. (Source: Aberdeen Group)
Contact centre knowledge	• 42% of service agents are unable to efficiently resolve customer issues due to disconnected systems, archaic user interfaces, and

management:	multiple applications. (Source: Forrester)
	• On average agents spend 11% of their time looking for information needed to manage customer interactions. (Source: Aberdeen Group)
	• 26% of consumers have experienced being transferred from agent to agent without any resolution of their problem. (Source: 2012 Global Customer Service Barometer)
	• 46% of contact centers identify improving agent productivity and utilization as a main objective. (Source: Aberdeen Group)

(Sources: Forrester, Gartner, Synthetix, IDC, ICMI, Aberdeen Group, American Express, 2012 Global Customer Service Barometer)

6. Description/Overview/Demonstration of our Research

6.1. Haptik

Haptik is an android application started by Mr. Aakrit Vaish and Swapan Rajdev.

The Internet has been around for over two decades but we still struggle to find support for services we use. We don't like to wait on the phone and listen to that painful call center music, or sift through endless FAQs. It should be as easy as sending a message, and chatting directly with a real person. Like SMS. Or, given its 2014, like WhatsApp, Haptik allows you to send a message to any company expert and get instant help.

Just select a company from the list, and send any query you may have and get guaranteed answer in 4-5 minutes, Haptik is an advantage over all the Other Consumer Support applications because a consumer can select a company from the provided list and get immediate response. That is a huge differentiation with anything else out there and this is driving people to use the app.

Haptik provides information in relation to brands, goods and services or support issue for informational purposes and for the purposes of enhancing choice and customer experience.

Haptik basically helps you with all consumer related problems For example You need to know your last transaction on your phone number, may be you want to enquire about flight timings or bank related queries like transfer of account holder, change of address etc.

There are many aspects which have to be kept in mind while reaching out to customers, is that we should map our customer's behaviour and create a relationship with them only then we can exchange information and help, leaving them satisfied.

Many factors like cost, capital, maintenance, employees, users etc. make it difficult for an SME to function. Haptik is a free application and it earns by charging a fixed amount from the companies listed on their application for handling their respective users. Number of employees required are less (10 employees/experts handle more than 500 customer complains/queries in 17 hours) and in this way the problem of maintenance of SME's is also eradicated.

The Technical part-Haptik's technology stack is based on Python/Django, and mobile native iOS and Android. The application is around 6 Megabytes.

6.2. Gogetguru.com

One of the authors of this paper is the CEO of Gogetguru which is a start-up that targets the teaching sector. Teachers can be found in every nook and corner; however, comparing them is certainly a task. An intelligent student tends to eventually become the scrape goat, who is heavily publicized as though every student in his/her batch has scored the same. Finding the teacher that preaches education and not business; the teacher that is perfect for the job, be it easy paced or quick is what Go Get Guru aims to bring to its students. Using the boon that technology is, they process

and store databases of tutorial videos that include several gurus, covering not only academic education, but also sports, music and a wide range of other fields. Every guru shall follow a similar pattern of teaching, thus making it simpler for students requiring continuity in teaching. This also makes the comparison simpler. If required by a guru, provisions can be made for delivering an online lecture or a Demo free lecture as well, helping them reach a wider audience. They also perform classified services exclusively for gurus based in Mumbai, wherein we shall be keeping a track on vacancies available in nearby schools, colleges and coaching institutes. This formulates a rather symbiotic relationship with the institutes, who now have a reliable source for recruiting faculty, perhaps based on students reviews. This not on ly enshrines the credibility deserved by gurus, but also provides them a platform for uniting and discussing prospective partnerships. Who knows where destiny can take you; perhaps to find an institute of your own? Go Get Guru aims to unite lecturers and coaches alike and supply them a platform that allows them to hold annual summits, webinars and workshops etc. Go Get Guru was started a month back and now they have more than 80 teachers and institutions registered with them. This SME has also started making good profits meanwhile helping out hundreds of students to get their correct coaching.

7. Futuristic Scope and -Advancements

It has been acknowledged by various reports of the government that application of ICT at different levels of customer service, results in improvements of E-CRM as more and more services for business, government and citizens move online, global online traffic is increasing. Cisco predicted that global online traffic will quadruple between 2012 and 2015 as the number of devices linked to the Internet climbed to 15 billion. The increase in demand for new services over the Internet is of such a scale that the current Internet as we know it will shortly reach the limits of its performance. This increased demand brings

challenges of scalability, capacity, throughput, mobility and trust.

Haptik aims at providing solutions to these challenges. Developers at Haptik are working on developing an Artificial Intelligence system and having it integrated in the application that can generate an automated answer to frequently asked questions, can be expanded to larger levels by including more companies/brands and providing more services, collaborating with job portals starting with consultancy services, helping the customers to get the optimized product or service for the same amount.

Haptik is also looking to expand on engineering, product development and sales, planning to start experimenting with foreign markets by the end of this year.

Haptik aims at creating and increasing new sector of employment magnificently in India where people will not need any kind of major degree to acquire a job, only 3 languages Hindi, English and etiquettes. This will take place as and when the number of users increases.

Gogetguru Aims at expanding their base in market and this is only possible by having increased number of users, marketing and publicity. Developers at Gogetguru are working on making an android application for the same so that they get more exposure and students out there can use their services free of cost and make the best out of it. Gogetguru believes in transforming itself into a hub of teachers, professionals, guides, coaches, gurus etc.

8. Conclusion

With this research we conclude that ICT is used to improve the basis and functioning of customer care services with mobile technology via smart phones. After researching, Haptik has turned out to be the best customer care service available in the market with tremendous future prospects. (Source: NDTV Gadget)

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