

Customer Feedback System ++++

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Abstract - Customer satisfaction is an assessment of how well restaurant's food or Services meet customer expectations. It is well established that satisfied customers are key to long-term business success. The idea of the service-profit chain directly relates customer satisfaction to business success and profitability. Customer satisfaction predicts customer retention and loyalty. When a customer is satisfied, they spread this information acting as marketers

Key Words: Customer satisfaction, Feedback system, Questionnaire.

1. INTRODUCTION

"Customer feedback can be systematically collected, analyzed, and disseminated via an institutionalized customer feedback system (CFS) to achieve customer-driven learning and service improvements" (Lovelock & Wirtz 2011, p 409). Information collected through CFS is coming straight from the external customers concerning satisfaction and dissatisfaction they feel with company's products and services.

Such data is a very valuable resource for the organization, it is meaningful for assessment of service quality and performance. Moreover, it reinforces customer driven learning and contributes to consistent improvement in business operations.

According to Lovelock and Wirtz (2011), there are several typically used feedback tools, which have different strengths and weaknesses depending on the nature of a business field. Thus, it is crucial to select the mix of customer feedback collection tools that will simultaneously deliver the needed information. Within the restaurant industry, key customer feedback collection tools are: service feedback cards, mystery shopping, relationship surveys, customer satisfaction surveys and received unsolicited customer feedback.

Feedback cards are an inexpensive and powerful tool that gains customer's perception right after the service encounter. It is a good indicator of process quality and overall performance, but those customers who are delighted or dissatisfied are more likely to be overrepresented among the respondents. Mystery shopping is used to determine if a service sequence and product quality is up to specific standard, this tool is commonly utilized within restaurant chains to upkeep the brand reputation.

Relationship surveys are aimed to maintain communication with regular customers and identify their wishes and opinions related to company's products and services, considering that existing customers are a very valuable group of customers which deserve closer attention. Customer satisfaction surveys are executed periodically among randomly chosen external customers of a restaurant. Surveys focus on the overall level of customer satisfaction and intend to determine incipient problems within the restaurant processes. Gathered results are compared systematically and occur to be a reliable source for imperative and necessary management decisions.

19 Unsolicited customer feedback includes complaints, compliments, and suggestions received from customers who have recently visited and experienced restaurant services. This flow of information could highlight improvements needed, help monitor quality, and consists of detailed feedback on what makes customers unhappy or what delights them.

2. OBJECTIVES

The main purpose of this project is to expand current customer feedback system of the restaurant. Ongoing system has several channels for collecting feedback. Customers are able to leave feedback through the company's website. Additionally, they could express their opinion directly to the personnel, or reveal their thoughts within the feedback form intended for the hotel guests.

The first objective of the project is to investigate the nature of customer satisfaction, define shaping elements, and determine factors influencing it. The second objective implies employment of gathered knowledge in defining a content and a format of questionnaire, in order to distribute it among external customers and measure current level of customer satisfaction.

Third objective is to harvest reliable and accurate data, interpret it and compile the results, by drawing worthy recommendations and conclusions for the organization.

3. ADVANTAGES OF OUR APPLICATION

- Learning What Your Customers Really Want
- Learning What Your Customers DON'T Want
- Improving Customer Loyalty
- Resolving Problems



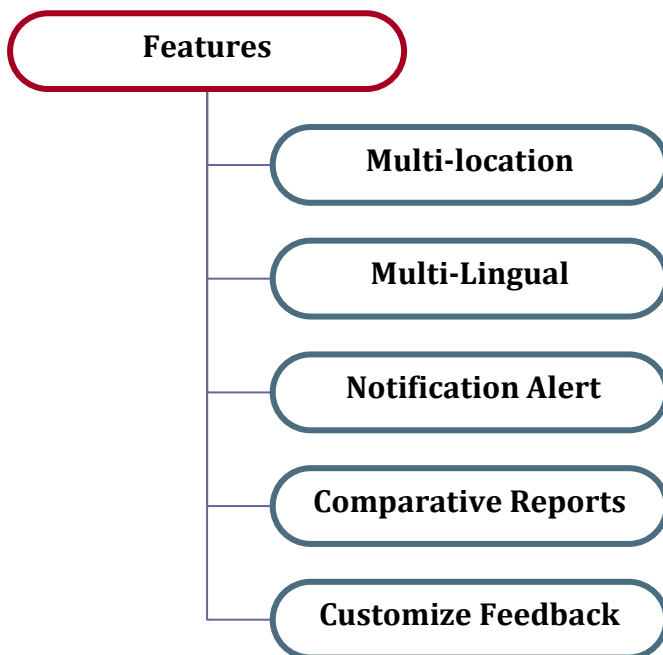
4. LIMITATION

- Internet connection is required.
- It is limited to objective type questions only.

5. RESEARCH METHOD

Considering the fact that one of the main objectives of the research is to collect numerical data that represents customers' perceptions of the company's products and services, the research approach to be employed in the study is quantitative, which is carried out in a form of survey. The main instrument and data collection tool of the research is a questionnaire.

6. FEATURES OF OUR APPLICATION



7. RESOURCE REQUIRED

Hardware Requirements:

- Emulator or mobile device/tablet.
- Laptop (i5 9th gen, 8GB RAM)

Software Requirements:

- OS - Windows 10.
- Android studio.
- Balsamiq Mockups 3.

8. FEASIBILITY

MARKET FEASIBILITY:

There exist many system for taking customer feedback in the restaurant. But none of them represent the feedback taken in a manner that will help the owner to easily understand the flaws in the restaurant. So, this proposed system can be very helpful to the owners of restaurants and cafes.

TECHNICAL FEASIBILITY:

It is possible to develop the system as there is limited hardware requirement, only software resources are needed.

FINANCIAL FEASIBILITY:

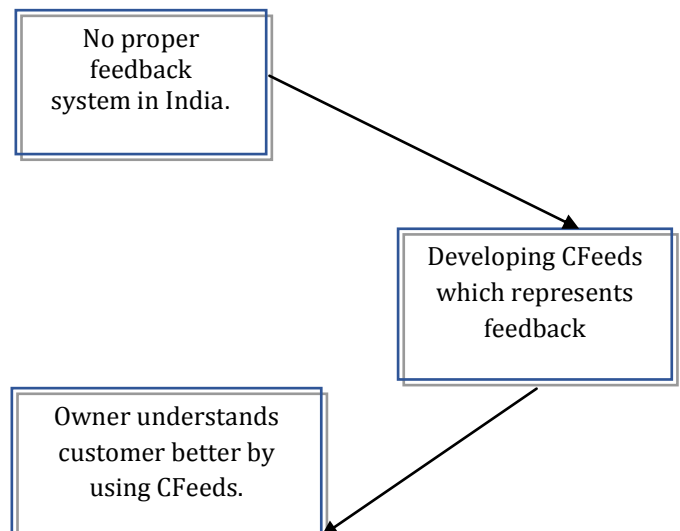
The project does not require any type of finance as all the software used are open-source, we only need a Laptop & Internet.

9. FUTURE SCOPE

- Currently it has only 3 languages but in future more languages can be added.
- It is developed only for restaurants & cafes in future it can be used for other business.

10. CONCLUSION

Both those in pure and applied research want scales that are short, psychometrically sound and sensitive to the various facets/dimensions that make up the behavior (customer service) that is assessed. The review has located what we believe are the most well-known and used measures and the evidence for them. We hope to be able to update this report every so often as the literature and the use of these measures increases.



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