

THE RELATIONSHIP BETWEEN CUSTOMER PARTICIPATION AND SATISFACTION AND CUSTOMER TOUCH POINTS REVIEW TO DATA MINING CONCEPTS

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Abstract:

In this paper proposed some idea CRM Touch points of Merchants selling products on the mesh often raise their customers to review the goods that they have purchased and the structural services. For e-service is well-dressed more and elevated neat, the number of customer reviews that a creation receives growing in haste. For a admired product, the number of reviews can be in hundreds or even bunch. This CRM of generate it not effortless for a possible customer to read them to make an informed decision on whether to purchase the product. It also makes it thorny for the company of the product to maintain way and to manage customer opinions is transferred into a futures-ideas brace and mining is then process to be formatted observations the algorithm of association classification. For the maker, there are supplementary difficulty because many commercial sites may sell the same product and the manufacturer normally produces many kinds of products. In this research, I plan to colliery and to abridge all the buyer reviews of a product. There have been plentiful approaches residential based on the perception of discovering different revolutionize pattern news and buyer purchase data text collection of the customers have Demand their opinions are helpful or unhelpful from the reviews to confine the main aim as in the standard text summarization. Our project is performing in three ideas: 1.pulling out creation features that have been commented on by consumers; 2.assertion opinion wording in each analysis and deciding whether each opinion judgment is good quality or shocking; 3.collection of the results. This process of CRM fixed techniques to perform these tasks. Our unsure results using reviews of a number of products sold online exhibit the usefulness of the techniques. The summarized results can assembly round consumers and selling managers to make conclusion.

Keywords: *Cost of quality, Customers, Service quality, Touch points.*

1.INTRODUCTION

In this technique due with the express development of e-commerce, extra and more goods are selling on the net access services, and so many public are also exchange harvest online. In order to develop customer cheerfulness and shopping responsiveness, it has become a common practice for online merchants to enable their customers to review or to express opinions on the products that they have purchased. By way of extra and more general users suitable comfortable with the web, an escalating number of people are writing reviews. And customer touch points for searching via internet services

1.2CUSTOMER PRESERVATION

Customer preservation has taken the frontage seat in the public because its results are very satisfying. As a result, the number of reviews that a product receives grows hastily. Some popular products can get hundreds of reviews at some bulky trade sites. as well, loads of reviews are lengthy some sentence contain opinion on the product. This stiff for a helpful customer to read them to make an up to date conclusion on whether to purchase the product. Condition customer only reads a few reviews; he or she may get a inclined view. The large number of reviews also makes it firm for product manufacturers to stay way of customer opinions of their products. For a product company, there are associated difficulties because many commercial sites may sell its products, and the manufacturer may produce heaps of kinds of products. In this delve into; we study the problem of generating feature-based systems.

REFERENCE TABLE:

S.No	Factors	Attributes	Loading	Percentage of Variance
1	interactions	TV & Newspaper news	0.697	22.426
		Online Ads	0.692	
		stock present	0.685	
2	Customization	Product Price	0.678	8.878
		Customer Service	0.661	
		Personal Invitation	0.658	
3	Fashionable	Window Display	0.643	5.805
		Customer help Desk	0.640	
		Product Style	0.617	
4	Value Encounters	Product Quality	0.607	5.255
		Phone calls	0.604	
		Physical Layout	0.599	
5	Building reliability	Recommendations of Friends and Relatives	0.596	5.169
		POP Display	0.566	
		Word of Mouth	0.562	
6	Leveraging Technology	Direct Mails	0.55	4.897
		SMS	0.546	
		T.V Ads	0.524	
7	Organizing Processes	Behaviors Of Sales Executive And Support Staff	0.503	4.358
		Catalogue	0.486	
8	Convenient	Vouchers	0.480	4.162

	Billing Process	0.33	
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Problem analysis

No one can succeed in their business without satisfying the customer's. Satisfaction of the customers plays main role in the business.

1. Customer may not be satisfied with the product. Because of his weakness to buy (or) customer buying capacity.
2. All the product may not be of good Quantity
3. Infrastructure of a place
4. Marinating of products
5. Lenience to buy
6. Approach with customer

Major Goals the organization needs to achieve

- Cross selling the products.
- Differentiating devoted and untrustworthy Customers.
- Target Marketing to focus on probable customers.

Avoidance of defaults, ghastly loans.

The above are major problems in business world.

1. Channels are the way a company interfaces with its clients

Examples

- Direct mail
- E-mail
- Banner ads
- Telemarketing
- Billing inserts
- Customer service centers
- Communication on receipts

CONCLUSION

In this paper proposed a set of techniques for mining and abridgment product reviews based on data mining and ordinary language processing methods. of a huge number of customer reviews of a making sell online. The inexperienced results specify that the wished-for techniques are very hopeful in performing arts the tasks. We trust that this crisis will become more and more important as more people are export and expressing their opinions on the web. Total events reviews is not lone useful to familiar shoppers, but also essential to product manufacturers. CRM policy, enable by processes and technologies, is process to deal with customer relationships as a means for the greatest value from customers over the duration of the relationship. *CRM*, which recognizes that as a substitute of managing customers, the role of the business, is to smooth the progress of mutual experience and discussion that customer's value. Trial results explain the helpfulness of the proposed approach. In this paper future work, I would like to make a testing on the proposed process for improving accuracy and customer reviews action for developing CRM actions.

