

TABYOULET - Customer Feedback Management System

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Abstract- Customer satisfaction is the top priority for any service sector to retain its existing client base and promote the growth. Knowing customer insights for your offerings is a crucial task these days. Customer feedback management systems allow businesses to manage user suggestions and complaints in a structured format. It maintains better customer retention rate. The system uses customer generated feedback data to measure customer experience and to improve customer satisfaction. Feedback data is collected, then, using key performance indicators and feedback metrics turned into actionable information for website improvement. This allows the website users to submit feedback when they encounter a problem or have a feature request. The feedback is only accessible to website owner. TABYOULET facilitates you in driving in-person surveys at your desired place. It facilitates you with its pre-set of questionnaires that you can use in surveys as well as you can create new questions. TABYOULET is a user-friendly system which is suitable for multiple service sectors.

Keywords- Insights, Feedback Metrics, Survey, Customer Satisfaction

I. INTRODUCTION

TABYOULET is a customer feedback management system available in Android tablets. It creates beautiful feedback forms that can also be customized. The system is to take feedback in-person or through a survey kiosk set up. TABYOULET helps review insightful reports and user response inbox to analyze and take actions on customer feedbacks. It allows you do more than just tedious data entry work and piling up feedback forms. With TABYOULET, you can change the way you take feedback. The data stored using the application is synced securely to access easily from any browser, anytime. TABYOULET comes with powerful features that help you have a quick overview. You don't get an interface to build beautiful forms and surveys or view response and reports, but you can also collaborate with your team and can take corrective actions to build a better brand with the help of notes, tasks, tags and filters. TABYOULET gives you a quick overview of what is happening as well as analyzes individual scores and responses in depth with the help of drill-down reports. It can be used in colleges, public sector, organizations. You can create amazing feedback forms and surveys in minutes.

II. LITERATURE SURVEY

In paper [1] author describes Feedback is important for result analysis. Taking feedback from students of individual teachers manually is a tedious job. To overcome manual feedback and generate results with the help of it online feedback came up. It reduces the manual work and generates results online. Result is calculated consider overall performance of individual teacher. There are set of questionnaire based on it feedback is given. The generated results help to understand where a particular teacher needs to be improved. Performance evaluation is done considering all the factors present in questionnaire. Evaluation is an important parameter which helps improving teaching aids. It reduces workload of staff members.

In paper [2] the author describes online feedback is a web based application. This feedback system is developed to overcome the manual feedback which takes lots to evaluate in order to generate results. This is developed to provide feedback in quick and easy manner. This feedback system has various performance factors that provide capabilities to students to select a particular subject of and give feedback as per their wish. It has various categories in it. This system is implemented to reduce workload on staffs to calculate result manually. This system generates results internally. Questionnaires are present based on which feedback is given which helps teachers evaluate the course and strengths. Time is saved by using this feedback management system.

III. EXISTING SYSTEM

Traditional paper-based system is one of the most extensively used systems worldwide. In this system all records are stored on paper. However, this system is plagued with various problems. Although this system was simple it required extensive investment in purchase and storage of paper, large manpower and also was prone to human errors and greater time consumption. Managers have to analyze hundreds of paper receipts to determine best-selling items, popular hours and customer satisfaction. In order to overcome these limitations in manual system online feedback management system is developed.

IV. SYSTEM ARCHITECTURE

TABYOLET consist of two main forms merchant registration, merchant login. The merchant registration form consists of first name, second name, email, company, password and password confirmation. Merchant can register through merchant registration form which will be followed by One Time Password (OTP) confirmation. The second form will be merchant login where the merchant will login using his or her registered email address and password. After successful login the dashboard emerges which lets you visualize the key performance indicators and generate the analyzed reports o of the feedback generated by the customers.

Dashboard consists of:-

- * Reponses
- * Respondents
- * Reports
- * Tasks
- * Surveys

RESPONSES :- Responses are the suggestions, complaints or reviews given by the authorized users of the product.

RESPONDENTS :- Respondents provide the responses of selected survey and a person who replies to something, especially one supplying information to a query or responding to an product.

REPORTS: - There is a Report Graph on the Dashboard where it displays the Rating Graphs, Net Promoter Score Graph and Customer Effort Score Graph.

TASKS: - Tasks are the actions assigned by the merchants to the team members of the particular organization depending on the feedback in order to improve their performance and satisfy customer needs.

SURVEYS: - It provides the option of creating and selecting different surveys in order to see the tasks which are present in particular survey so as to increase the performance. These surveys are created by merchants.

Customer Loyalty Metrics:-

- * NPS (Net Promoter Score): The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. Customers overall Satisfaction is checked with the help of this.

- * CES (Customer Effort Score): Customer Effort Score (CES) measures customer satisfaction with the help of one question. The underlying thought is that service organizations create loyal customers by reducing customer effort.

V. SYSTEM DESIGN

Customer Login:-



Figure 1.1 represents Customer Login in order to give feedback.

Merchant Login:-

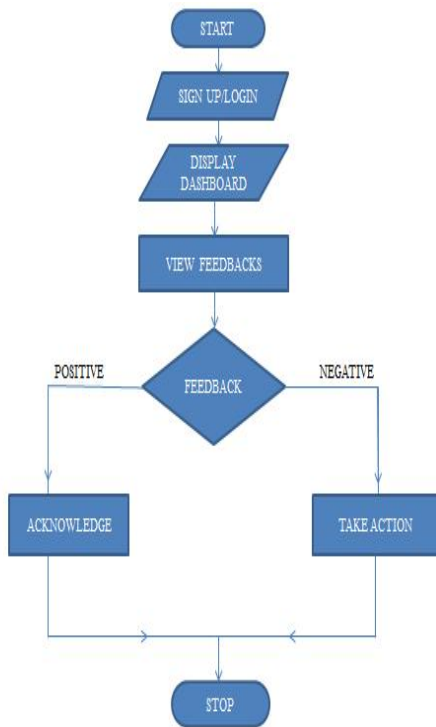


Figure 1.2

Figure 1.2 represents the Merchant Login. Merchants can give the feedbacks and take action accordingly.

VI. RESULT ANALYSIS

Figure 2.1

The figure 1.1.is the Registration page of TABYOULET. It is the page where user registers his/her personal details.

Figure 2.2

The Figure 2.2 is the Log In page of TABYOULET. It consists of two fields namely 'username' and 'password'. It is where valid user gets an access to the further contents of the website.

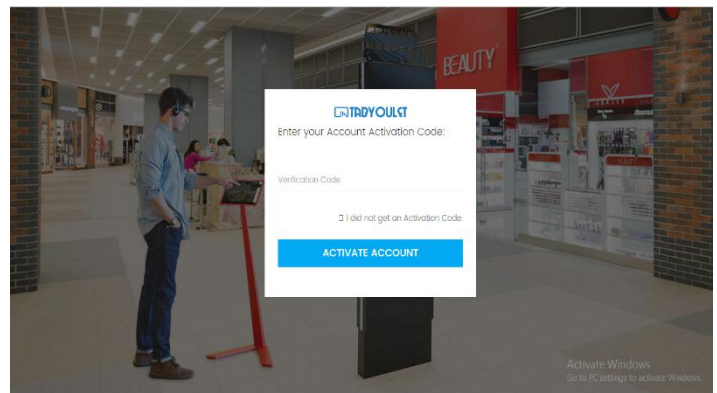


Figure 2.3

The Figure 2.3 is the OTP (One Time Password) and Email Verification page of TABYOULET. OTP is required to activate the account.

Figure 2.4

The Figure 2.4 is the Dashboard of TABYOULET. It is the index page of the control panel for a websites' content management system.

VII. ADVANTAGES

This project can be used in various business sectors as business depends upon customer loyalty and retention. TABYOULET is profitable for restaurants, financial sectors and banks, automobiles, colleges, conference and events. It is a complete customer experience management tool for all the industries.

1. Create customer survey forms: - It provides you the flexibility to create feedback forms and surveys. It also enables you to customize the forms as you like in minutes.
2. Detailed Reporting and Alerts: - You can get detailed and interactive reports in the form of graphs. One can set real-time e-mail and SMS alerts.
3. Multi location System: - Surveys can be held in multiple locations. With the help of this project you can add and manage multiple locations from a single dashboard.
4. Notes and Task: - Responses taken from the feedbacks can be converted into task and you can also add and exchange note. Tasks enables you to take action in order to meet and satisfy customer requirements
5. Work Offline without Wi-Fi: - No problem, if there is no internet connection. You can take surveys and feedbacks without internet connection and sync it anytime.

VIII CONCLUSION

TABYOULET provides you a great way to increase response rate by reaching you target audience fast and get real-time results for quick and accurate analysis of data. It generates proper insights in easy to understand manner which in turn would help for betterment of business. It can generate accurate results with minimal amount of efforts. It is an instant customer feedback solution which takes a minute to install it to android based tablet then you are all set to launch a survey and also can be used in several service sectors.

IX. FUTURE SCOPE

1. This project is in development phase currently. We can modify and add forms according to the requirement.

2. The amount of data generated is increasing day by day. In order to manage such massive data Hadoop can be implemented for processing data with ease.
3. At present, TABYOULET is developed for Android-based platforms. Later it can also be developed for iOS.

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