



Web based Customer's Negative Feedback System for Quality Improvement

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Abstract

Customer's Negative Feedback System is designed to get the negative feedback from the customer and review that feedback to improve the quality of a "Product" and "Services". The main aim of designing this dynamic web application, especially to get "Negative Feedback" from customers. We followed the best software engineering principle and practices for designing this application. We designed and developed a web based application as "Customer's Negative Feedback System for Quality Improvement", using PHP and MYSQL.

Designed system will process the customer's negative feedback received as an input through different customers and will further evaluated by the Manager.

This paper representing Web based Customer's Negative Feedback System For Quality Improvement , implementation for Organization which Manufactured Products, Organization which Sells Products Online/Offline and also for different organization which offers different types of Services.

The Purpose of developing this web application for getting "Negative Feedback" from the customer for quality Improvement of a product or a service and to provide a platform to customer where they can share their general opinion about product or service which consumer is experiencing . A platform where they can share their real feedback whether it is Positive or Negative, but the main focus is to design and develop this web based application is to get "Negative Feedback" and to work upon this negative feedback to convert it into "Positive Feedback" by improving its quality , according to feedback given by the customer.

This system is quick response based system, here Manager is focused to look upon the negative feedback given by the customer , whether he has to "Accept" the feedback or "Reject" the feedback within given time limit that will save time and increase efficiency by taking quick decisions by managers and make it more responsive .

Keywords: Customer's Negative Feedback System ,Quality Improvement , Responsive Web Based Application, PHP , Laravel, Wordpress , MYSQL.

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1. Introduction

In the current scenario of Competitive Environment, every business organization needs to continuously improve the quality of their products and services according to customers needs. Customer Negative Feedback is a mandatory step towards achieving the high quality from all perspective. In today's Era customer demands high quality and reliability in "Goods" and "Services". To enhance the quality of products and services continuous efforts will made, to achieve this objective an effective Customer's Negative Feedback system For Quality Improvement will be Implemented, so that customer's negative feedback can be collected, processed and reviewed. This research for customer's negative feedback information system which include customer data analysis and observation, process of decision making, user interface and design. Customer's Negative Feedback data were managed in a centralized database of system. Data outputs were used to make recommendations regarding "Acceptance" or "Rejection" about feedback for corresponding departments in an organization. With the use of this system, an organization can continuously make effective improvement on its Products and Services.

1.1 Existing System:

In this existing system of customer feedback management system, customer relationship management system both "positive" and "Negative" feedback given by the customers – positive feedback are used by the organization for enhancing "Rating" and "Review" of a Product/Service and most of the time Negative Feedbacks were ignored, hide or deleted from the dashboard. So that they will not effect positive image of an organization.

2. Proposed System:

In the proposed system of Customer's Negative Feedback System For Quality Improvement only the registered customers can simply write comment about the Product or Quality they are experiencing

.Negative Feedback thus provided by the customers is directly accessible by Managers or Assistant Managers. This will help in taking quick decision about approval or rejection of customer's opinion about "Product" or "Service". This will also saves a lot of time and manual efforts.

In Dynamic Web Based Application for "Customers Negative Feedback System For Quality Improvement following actions need to perform which are as follows-

1. Customer will registered themselves on the web portal.
2. Customer will login successfully using their credentials.
3. After Login Dashboard will appear for writing their feedback about "Product" or "Services".
4. Customer can write their feedback.
5. Feedback will be saved in Application's Database.
6. Assistant Managers and Managers will have direct access of a Negative Feedback along with other employee, feedback will be directly accessed and reviewed by them for quick action taking.
7. Managers will quickly "Accept" or "Reject" Negative Feedback after reviewing the customer's Negative Feedback. "As there is no option of "Pending" or "In Queue".
8. After approval or Rejection of a customer's Negative feedback, further decision will be taken by the higher authorities (Managers) for further enhancing the quality.

Advantages of Proposed System:

- It will Reduce a lot of time and effort.
- It will give you a way to find areas for improvement in products/services.
- It will help to improve customer and employee relationship
 - It will improve sales and Marketing of a product.
 - It will help in generating quick decisions based on given feedback.
- User Friendly, Interactive, Easy to access and Handle

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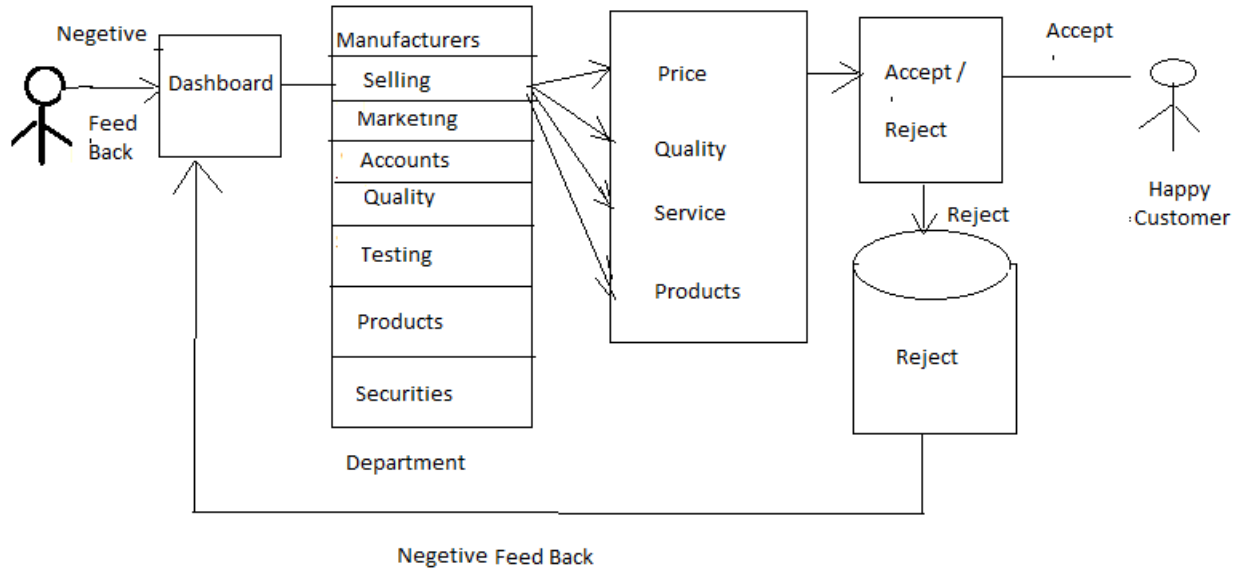


Fig 1: Web Based System for Customer's Negative feedback System for quality Improvement
 Result based On Weekly Data: We analysis that on an average of 300 feedback found on portal and the following corresponding responses shown in figure 2.

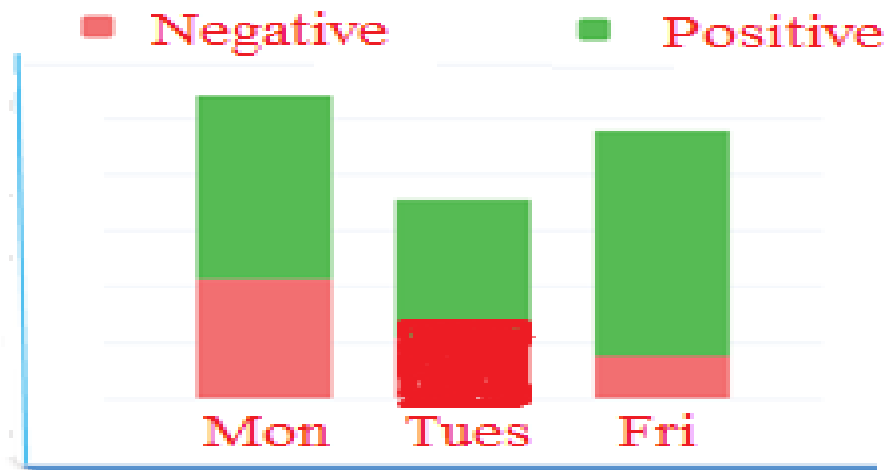


Fig 2 : Customer positive/ Negative Responses

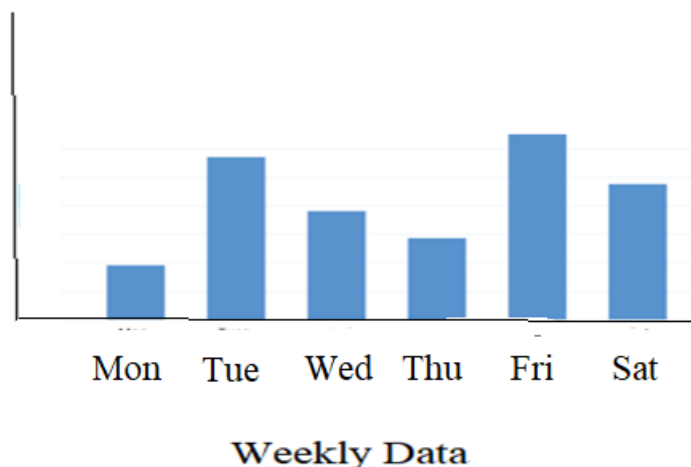


Fig 3: Results for the particular Week

3. Conclusion

By accessing this web based Application , customer can easily put up the feedback and that feedback will be directly accessible by Manager , after reviewing the feedback Manager can internally discuss with his team members to take quick decision about Feedback whether a team has to “Accept” or “Reject” that feedback by looking upon it from all sides , from general and specific point of view , if feedback has to be accepted how it will be beneficial for the organization – what are the points that will be helpful to improve the Quality and if in case the Feedback is to be rejected – what are the reasons due to which it is rejecting and what are the factors related to that – which are not considering and that will not contributing much to improve the Quality of a “Product” or a “Service”.

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