

Smart Feedback Mechanism

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Abstract— This work proposes a mechanism for optimal utilization of feedback/responses gathered from feedback various sources for business enhancement, development and improvement. The proposed work, extract the knowledge from the pool of feedback given collected from different sources like customer, application user. The knowledge mined from the gathered feedback facilitates the appropriate selection of services from the pool of available services. It also enhances the proper use of review, needs and requirements gathered from various feedback sources. The proposed work also provides Inbound and Outbound process of business / enterprise and also ends up with satisfied customers which in turn will satisfy/progress the business process.

Keywords—Feedback; Customer Feedback; Review; Customer Review; Feedback Mechanism; Customer Response; Response; Customer Point-Of-View; User Feedback; User Review; User Response; Buisness Feedback; Questionaries; Suggestions; Customer Suggestions; Rebuttal; Customer Reply; Reply; Customer Evaluation; Comments; Thinking; Feedback Loop(FBL); Complaint Feedback Loop; Service Providers; Comments;

I. INTRODUCTION

Customer feedback / User feedback is one of the main key information that can be very useful for business improvement / business enhancement.

For example: **Restaurant Business.**

Here customer's suggestions/response/feedback plays a major role for improving their services & thus enhancing their business goals in this competitive market. For Example: Updating their menu according to customer's interest, deciding the price, any discounts for them, todays deal and customers can also decide which restaurant to visit according to feedback given by the other customers. It also helps in marketing of the restaurant & thus it helps the business to improve according to the feedback given by the customers

This system consists of four parts:

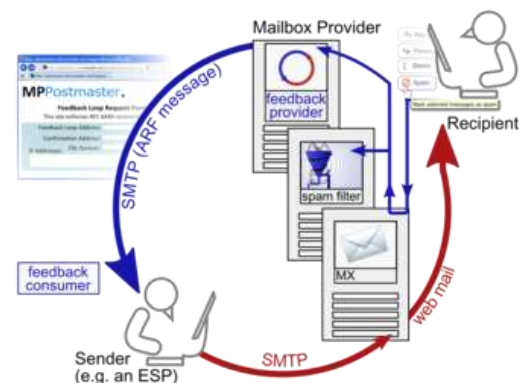
- Developer Panel
- Restaurant Owner Panel
- QR CODE Generator
- Restaurants Review App

II. CURRENT SCENRIO OF FEEDBACK MECHANIM

As far as now, there are 6 ways of customer feedback which are generally used & they are:

1. **Email/Contact Forms** – An email is drafted according to the customers purchase list (For Example: What food customer has ordered or in which recipe the customer is interested in. Then respective questionnaires is drafted and sent to the customer.

Note: The questionnaires that has been drafted according to the individual customers has been noted down by the email providers / Service providers and then collecting each and every draft to produce a common Template.



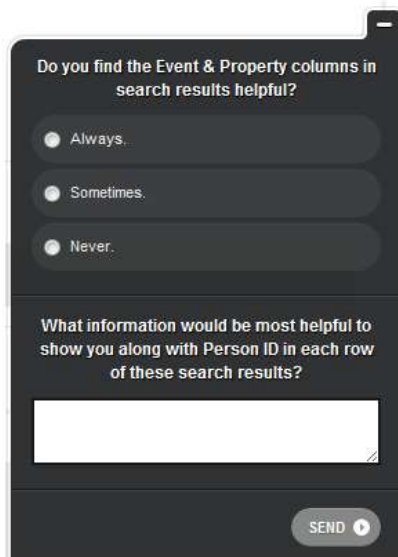
In this figure, the sender (e.g. an ESP) and the recipient in turn connects with the service provider and then a message is generated connecting their feedback.

2. **Surveys** – In this type of Feedback Mechanism called Survey Feedback, here the survey can be in any of the below form.

- Online Survey: Here the surveys are fired in a random way. Unknowingly you might get a survey to fill. For example: If you're logged into any site you might get and additional link or pop-up saying "Please fill this survey". And they might also give some offers if you finish that

survey in a given stipulated time. This sometimes might be irritating.

- **Offline Survey:** This type of surveys are very general and you can often find on spot. People giving pamphlets, advertising their business etc. They pick people randomly and give their pamphlets so as to fill it up.



3. **Interviews** – Do grab this opportunity of getting interviewed as you can get free food to taste. Yes, in this type of mechanism people are personally interviewed based on predefined questionnaires. Then the survey analyst reports each and every survey they made combining to the common template like emails. So, here random feedback they can get no matter child or adult. This mechanism is also called *Direct Feedback*.
4. **Social Listening** – Social sites are nowadays becoming a common platform or you can say major break-through for the organization to advertise their stuff online. For example: In Facebook, you can find ‘n’ number of pages of food joints. So, if you catch any particular page (Ex: Uncle’s Kitchen) you might find their surveys related to food, environment, beverages and other stuff. Through this, a survey can be possible which for sure can add a value or some improvement to the organization on the basis of the answers given by the customers/users. This can surely impact the users as well as the organization.



5. **On-site Activity** – Generally our online activities are traced/tracked for most of the sites. These sites can be trusted/untrusted. In this scenario, search engine like *Google* help the Contract/Bonded Organization to fill up their survey from the customers/End-users. This surveys can be unknown to the customers/End-users as the clicks are captured and accordingly the surveys are filled by the search engine (*Google*). Sometimes you think that someone is keeping an eye on your online activities. This is nothing but the activity called *On-Site Activity*.

So there might be questions like:

- The number of traffic in this newly developed model?
 - How the respective age groups are been divided according to their selected services?
 - How many users are logged into that page, so as to give consumption of that page?
6. **Comment Boxes** – Comment Boxes can be rather said as *Common Box*.

There are two types of Comment Boxes:

- *Comment Box:* In this box we can simply put our feedbacks/ reviews according to the given options or questionnaires. The format or the method can be different from those of the other mechanism. But the *Review Specialists* reads each and every feedbacks that came across and reports the final verdict to the organization. This practice is generally found for the small organizations. But it is indeed resourceful and valuable from the point of business perspective.



- **Virtual Comment Box:** You can get a subjective review of any post / topic / discussion. But summarization of this mechanism can be bit difficult comparing to other mechanism. Though you get a clear thought and answers for the same but there is a problem in analyzing all the answers at one go.

For example: If the topic says “*Nowadays foods contain dangerous substances in it*”. So, this is the topic where most of the end-users in the social sites can go and comment in the *Common Box / Comment Boxes*. From the answers given in those *Comment Boxes* the service providers can analyze the answers and then come into the final conclusion. In this way certain findings from the different user requirements can be found and this can actually lead to the betterment of the respective organization / business.



III. DRAWBACKS OF CURRENT SYSTEM

- Some of them are really time consuming as we need wait for the feedback data so that we can analysis it.
- Time consuming for customers. Generally customers don't wait for the feedback form and fill the feedback form.
- Data needs to be converted to digital format. Because some data needs to be viewed digitally to understand the flow of the data.

- Less utilization of data. If data is filled manually there might be possibility of losing the data.
- Fake feedback can be given.
- Duplicity of the data can be possible.
- More human bandwidth required to analyze the data, correct and cleaning the data.
- Difficult to modify the final template generated.

IV. WORKING OF PROPOSED SYSTEM

A. Developer Panel:

This is the *Admin Panel* where all control of data / generation of data / graphs etc. is generated and controlled. This is root / central / head of the entire process where the actual algorithms, codes, flows can be analyzed and formed. As this is the central part, here the feedback comes from customer and client registration. *Data analyst* play a major role in this system as all the data is thrown into a centralized part. So cleaning of the data, findings of the data etc. is the job of the *Data Analyst*. Accurate data is the main aim for the business to be running efficiently. These people give the summarized data to the business and Big Data Analysis like *Hadoop* comes into this picture. Therefore, the final data should be more accurate, less errors, less complicated, perfect graphs, pie-charts, use-cases, business models, flow-charts to explain or summarize the problem solutions. Developers use various tools for handling such big and vast data. So, to handle this data there should be a consistent amount of bandwidth provided by the clients. More the bandwidth more the perfect findings of the data.

B. Client Panel:

Client / Owner panel comes in contact with the developer panel and collects the analyzed data submitted by the *Data Analysts*. Client can also give the feedback back to the Developer Panel according to the business needs. Then depending upon the reviews / feedback / data given by the Developer Panel the Client Panel modifies any changes if there, analyzes the reports which can be sometimes loss or profitable to the organization/business. The Client panel generally access the data in the form of reports so that they can analyze the customer thoughts and compare themselves with competitors in the market and make decisions. Defeating the competitors and satisfying the customers is the biggest achievement for any organization/business. So to achieve the due respect from all the sides, the Client Panel as well as the Developer Panel should take the corrective measures which should be cost-effective, benefits the business as well as satisfies the customers by accepting the feedbacks which is generated.

All these parameters comes into considerations so as to Branding of the organization, Ratings given by the customers online and setting the benchmark for the competitors.

C. QR CODE Generator:

Every Client (For example: Restaurant) which is registered will get a *QR CODE Generator Device* which is mounted in that restaurant.

This device will automatically generator QR CODE at every 15 or 30 minutes as decided by the Client. This QR CODE will be unique. Customers can scan the QR code with their respective devices (Smartphones) and then they are redirected to the feedback form where they can fill their feedback.

Why QR Code is generated? – If there is one QR code generated for the client, there might be possibility that it can misused and fake or duplicate data can be captured. So to avoid these drawbacks, QR Code is generated every 15 or 30 minutes.

D. Client Review App:

Considering customer is a smart phone user. He/she can use this *Review App* (For Example: Restaurant Review App) for seeing the reviews of that restaurants and can also give review/feedback.

Customer can send review/feedback by just scanning that QR CODE which is generated on mounted device in the restaurant. After scanning a feedback form will given to user where he/she has answer some of the questions which are useful for business (Restaurant) and also to the customers. A summarized data can be viewed here by the customers and then quick decisions can be made accordingly. Users can also find the ratings given by the other consumers and also they can view comments for the same.

V. ADVANTAGES OF PROPOSED SYSTEM

- *Client Point Of View:*
 - Understanding the customer needs: For any organization the first and the foremost step to take is to understand the users/customer's needs. Without knowing the needs of the customers it is not possible to stand out upfront in this competitive market.

- Feedback is in digital format: No more manual or paper work. There is less dependency on the Client Panel / Developer Panel as all the data is digitally analyzed. Data can be in the form of Graphs, Charts, use-cases etc.

- *Customer Point Of View:*

- Gives information according to his/her needs which not only satisfies the customer but also to the business. (For Example: Information about particular dish in particular Restaurant) Gives choices to customer: If customer is not satisfied with the offerings of the restaurant, they can give the instant feedback through the *Restaurant Review App* using their smartphones. No fake reviews: Customers get the correct & useful review through the *Restaurant Review App*. They can also view the ratings given by the other customers and comments as followed.

- *Marketing Point Of View:*

- Helps in promoting business plan: By using this *Review App* the organization can easily view their progress both in terms of money and branding. Religiously using this app can make the organization stand out from the other competitors. And then helping themselves to achieve their goals.

VI. CONCLUSION

Due to increasing availability of hi-end computing systems collection of feedback or a survey on an application, business etc. are increasing huge rate. The management of the feedback and extraction of knowledge from it is required to provide proper business solutions. So Smart Feedback Mechanism helps in extracting accurate feedback structures from this huge data.

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