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(57) Abstract :

The proposed invention presents an Integrated Customer Feedback System specifically designed for the two-wheeler industry to enhance customer satisfaction in the sales and service processes. Leveraging advanced technology and data analytics, the system offers multichannel feedback collection, real-time feedback processing, customer satisfaction monitoring, prompt resolution mechanisms, and performance analytics and reporting. By providing various channels for feedback collection, including online platforms, mobile applications, and physical touchpoints, the system increases engagement and response rates. Real-time feedback processing utilizes natural language processing algorithms to extract valuable insights from customer comments, facilitating quick identification of emerging trends and issues. Customer satisfaction monitoring enables companies to track satisfaction levels across touchpoints and implement targeted improvements. Prompt resolution mechanisms ensure that customer feedback is promptly addressed, while performance analytics and reporting provide comprehensive insights for data-driven decision-making. The Integrated Customer Feedback System offers the potential to revolutionize customer relationship management and service enhancement, driving enhanced customer satisfaction and sustainable growth in the competitive two-wheeler market.

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