

Review Paper on Web Application Development for Customer Management System [CMS] for ISP Provider

Mr. Omkar Sutar¹, Mr. Pratik Dabade², Mr. Yash Shinde³, Ms. A. A. Mandare⁴

Students, Department of Computer Engineering^{1, 2, 3},

Faculty, Department of Computer Engineering⁴

Sharad Institute of Technology, Polytechnic Yadrav, Ichalkaranji, Maharashtra, India

Abstract: *A key managerial challenge, of interest to academics and practitioners alike, is the assessment and management of customer satisfaction. In this paper, we examine the underlying processes involving consumer satisfaction and switching patterns among ISPs using different satisfaction models. It's because local companies are the new companies and have started internet service in the recent time so the technologies used by them are latest but the big have settled years ago and have old technology so internet service of new companies is better in this way. Big companies are even working to upgrade to new technology but it's difficult for them. Our results indicate that the satisfaction levels of ISP consumers are generally relatively low, despite the fact that consumer expectations of ISPs are also low, reflecting mediocrity in the marketplace. In addition, consumers attribute their dissatisfaction to ISP indifference and believe that managing dissatisfaction is within the control of the ISP. Moreover, affective factors play an important role in satisfaction processes and switching behavior. Customer service including technical support and responsiveness of service staff is an important determinant factor in ISP selection. We suggest that as the ISP market matures, service providers that pay attention to affective factors and to building relationships with their customers will have a competitive advantage in the marketplace of Future.*

Keywords: ISP, Customer Satisfaction, PHP, Laravel, VS code, Web application, Database, MYSQL

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