

THE IMPACT OF DATABASE-DRIVEN CUSTOMER SERVICE ON EVERYDAY TRANSACTIONS

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Annotation: *A popular type of automated customer service is powered by artificial intelligence . The customer benefit of AI is the feeling of talking to a live agent through enhanced speech technologies and the benefit of self-service to customers. AI can learn through interactions to provide personalized service.*

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Customer service is the service to customers before, during and after their purchase. This makes it an important part of the customer value chain. Every industry requires different levels of customer service, but ultimately, the idea behind good service is to increase revenue. The perception of the success of customer service interactions depends on employees being able to adapt to the customer's personality.]Customer service is often done in a way that reflects the firm's strategies and values. Good customer service is usually measured by customer retention. For some firms, customer service is part of the firm's intangible assets and can differentiate it from others in the industry. One good customer service experience can change a customer's entire perception of an organization.

Customer service focuses not only on the external side of the organization, but also on the internal relationships that facilitate business operations. For service firms, customer service plays an important role, as in the healthcare or legal industries, because of the close contact with customers. If close interaction is not required, there are different ways to attract people's attention. When withdrawing money from an ATM or skipping a line at an amusement park.

The evolution of the service industry has defined the needs of consumers. Companies usually create policies or standards to guide their employees to adhere to their specific service package. A service package is a combination of tangible and intangible features that a company uses to care for its customers.

Customer support is a range of consumer services to help consumers use the product in a cost-effective and appropriate way. It includes assistance with product planning, installation, training, troubleshooting, maintenance, upgrades, and disposal. These services may even be provided where the customer uses the product or service. In this case, it is called "home customer service" or "home customer support". Customer

support is an effective strategy to ensure customer needs are met. Customer support helps ensure that the products and services provided to the customer meet their expectations. Given the track record of efficient and effective customer support, customers become loyal to the organization, which creates a competitive advantage for the organization over its competitors. Organizations should ensure that any customer support complaints are dealt with effectively. Customer service can be provided in person or through automated means such as kiosks, websites, and apps. The advantage of automation is that it can provide service 24 hours a day, which can at least complement customer service. In addition, the company has an economic benefit. As automation technology advances, automated services will become cheaper over time. This allows you to serve more customers for a fraction of the staff's salary. Automation can make customer service easier or replace it entirely.

A popular type of automated customer service is powered by artificial intelligence. The customer benefit of AI is the feeling of talking to a live agent through enhanced speech technologies and the benefit of self-service to customers. AI can learn through interactions to provide personalized service. Internet of Things communication is facilitated within devices, allowing us to transfer data when we need it, where we need it. Each gadget captures the information it needs while communicating with other devices, and this is done through technological advancements in both hardware and software. Another form of automated customer service is the touch phone, which usually includes an IVR main menu and optionally the use of a keypad.

In the age of the Internet, maintaining and/or enhancing the personal experience using online commerce efficiency is a challenge. Online customers are literally invisible to you, so it's easy to emotionally manipulate them. But the lack of visual and tactile presence makes it even more important to create a sense of personal, human-to-human connection in the online space. An automated online assistant with an avatar that provides automated customer service on a web page. Examples of customer service through artificial means are automated online assistants that can be seen as avatars on websites, which businesses can use to reduce operational and training costs. They are controlled by chatbots and the main technology for such systems is natural language processing. On the other hand, automation has created a need for data that can compromise privacy. The role of the risk management database is to help document and communicate risk information. In this regard, standardized risk management databases lead to a common understanding of risk management information. While risk information is similar from program to program, program characteristics, such as the organizational components, program goals and objectives, and major program threats, require significant variations in the risk management process. To support aspects of the risk management process other than documentation and communication (e.g., identification, analysis, handling, tracking), the risk management database should be tailored to meet the needs of the program. This paper examines each step in the risk

management process and discusses how the risk management database should be tailored to facilitate process execution

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