

Ideation Phase

Brainstorm & Idea Prioritization

Date	17 October 2022
Team ID	PNT2022TMID16301
Project Name	Customer Care Registry
Maximum Marks	4 Marks

Step-1: The Problem Statement

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Problem statement

This Application has been developed to help the customer in processing their complaints. The customers can raise the ticket with a detailed description of the issue. An Agent will be assigned to the Customer to solve the problem. Whenever the agent is assigned to a customer they will be notified with an email alert. Customers can view the status of the ticket till the service is provided.



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm



Aswitha

Create Memorable Customer Experiences	Address your customer by name
Give Clients Personal, Old Fashioned Contact	Turn customer mistakes into unforgettable experience

Agnes

Reward Loyal Customers	Provide Fast, Convenient Customer Support
Respond on Social Media	Use Non-Generic Auto-Replies

Keerthana

Provide Self-Help Options	Offer 24/7 Customer Support
Make an irresistible Offer	Offer a lenient, straightforward refund policy

Aishwarya

Offer a bulletproof guarantee	Provide a trial Period
Try to offer free return shipping	Experiments with Discounts

Avantika

Make Feedback Part of Your Brand	Actively ask customers for feedback
Focus on common complaints and provide solutions	Reply to all feedback (both negative & positive)

3

Group ideas



Implement a chatbot system

Centralize data access and control with a data governance framework

Management tool that processes and catalogs customer service requests

Quick access to knowledge bases, subject matter experts and other sources of information that can help them resolve an issue.

Track your help desk operations is that you'll have accurate, comprehensive data: how long the average ticket takes to resolve, how many need to be escalated, and so on.

Keywords and language detection get the right issues to the right agents in the right way, and the agents can then respond

Have a constantly improving database of questions and answers that's immediately accessible to agents at any location

Make knowledge base accessible to agents right in their console, answers from the widest possible pool of sources are available instantly when a customer first calls.

Help desk software can support social customer service by integrating with email servers, CRM and social listening tools to treat all these requests as support tickets

Step-3: Idea Prioritization

4

Prioritize



