

CUSTOMER CARE REGISTRY

PROBLEM STATEMENT
AND DEFINITION



TEAM MEMBERS:

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TEAM DETAILS:

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College name : Bharathidasan Engineering College

Department : Information Technology



BRAINSTORM & IDEA PRIORTIZATION

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare

🗓️ 1 hour to collaborate

👥 2-8 people recommended

📄 Share template feedback

➔

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article

➔

1

Define your problem statement

🕒 5 minutes

PROBLEM

Problems like extended wait times, unprepared or uninformed agents, and even tech issues like a downed or slow website can all interfere with customer satisfaction — not to mention increase employee frustration and make it difficult to empathize with clients.



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example ➔

BRAINSTORM & IDEA PRIORTIZATION

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

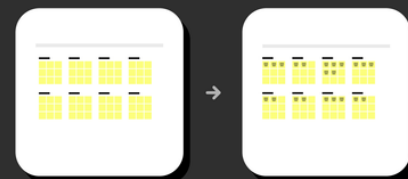
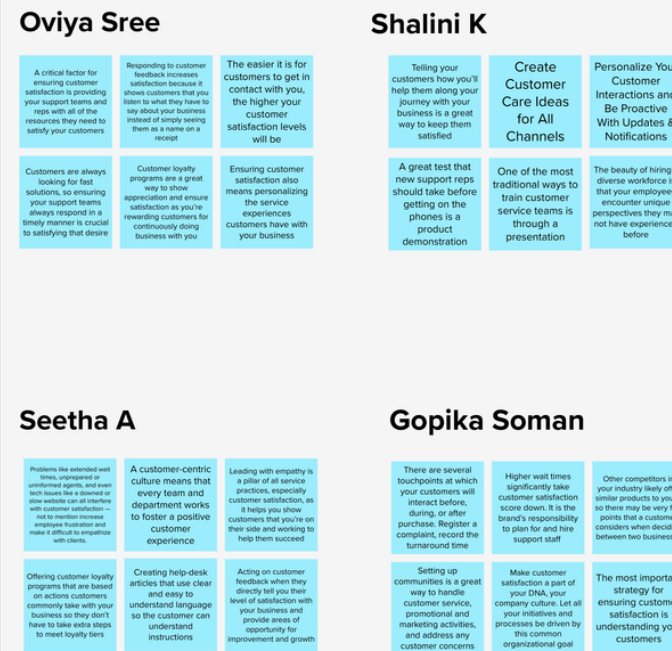


3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

 20 minutes



BRAINSTORM & IDEA PRIOTIZATION

