

Problem Statement: Enhancing User Experience and Operational Efficiency through a Credit Card Complaints Dashboard

Background: Credit card companies face numerous customer complaints daily, ranging from billing disputes to unauthorized transactions and poor customer service. Efficiently managing and resolving these complaints is crucial for maintaining customer satisfaction and loyalty. However, the sheer volume and complexity of complaints can overwhelm customer service teams, leading to delays and errors in resolution.

Objective: To design and implement a comprehensive Credit Card Complaints Dashboard that will centralize, streamline, and improve the management of customer complaints. The dashboard will provide real-time insights, track complaint resolution progress, and identify trends and recurring issues to enhance overall customer experience and operational efficiency.

Key Problems:

1.Fragmented Complaint Management: Currently, complaints are managed across multiple platforms and channels, leading to inefficiencies and inconsistencies in tracking and resolving issues.

2.Lack of Real-Time Insights: Customer service teams lack access to real-time data and analytics, hindering their ability to make informed decisions and prioritize complaints effectively.

3.Inadequate Tracking and Reporting: There is insufficient tracking of the status and resolution timelines of complaints, resulting in delays and potential loss of customer trust.