Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Our customer is one who either the individuals or businessman who purchase goods and service from any online platform like amazon, flipkart.

6. CUSTOMER CONSTRAINTS `CC`

Delight your customers by exceeding their expectations
Build a customer focused team culture
Limited budget
Limited skillset for maintenance
Being available on all preferred communication channels

5. AVAILABLE SOLUTIONS `AS`

This application can let the customer to raise the ticket with detailed description of the issue. It will be managed by the agents or manager. This will help the agent to understand all the details of the issue.

Our application will track and count the most common issues raised and it will notify the respective company about there issue with detailed description. This will increase the reliability, efficiency and cost effectivity.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

The main job of the admin to take care of the complaints that was raised as the ticket. Once the ticket has been viewed by the admin or the agents, they marked ticket as viewed and respective mail will be sent to the customer.

Then they will assign the task to the respective team to solve the problem. If the more than five customer is raising the same complaint as other one. Then the issue will be notified to the respective company.

9. PROBLEM ROOT CAUSE `RC`

Customers often dislike the long wait when it comes to getting a reply about their query or issue. It's important to keep response times as short as possible and work to resolve issues quickly. Getting customers routed to the right agent who can solve their problem the first time is also critical. So, making sure that agents provide immediate acknowledgment of queries is key to maintaining a good customer relationship where the companies use to manage and analyze customer interactions and data throughout the customer lifecycle.

7. BEHAVIOUR `BE`

The user first creates an account and subsequently login to the application. Now they need to raise the issue the detailed description of the project and it will be generated as the ticket. Each user is assigned with the agent to solve the issue. Those steps will be notified to the customers via message or email.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS **TR**

Other Employees getting better salary than another employee.

Some employees getting a better job position than that employee.

customers call service centers is to seek an exception to a rule or policy by speaking to real, live human beings.

4. EMOTIONS: BEFORE / AFTER **EM**

BEFORE
   Insecure
   Delay
   Frustrated
AFTER
   Comfortable
   Time Efficient
   Fast

10. YOUR SOLUTION **SL**

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Each and every step can be viewed or notified by the customer through messages or email.

8. CHANNELS of BEHAVIOUR **CH**

8.1 ONLINE

The user needs to create an account in the application and then they need to login to the account. Once the complaint has been raised then the ticket will be generated and maintained by the agents. Those steps will be notified to the customer by means of message or email.

8.2 OFFLINE
None

Identify strong TR & EM