

Ideation Phase

Define the Problem Statements

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|---------------|------------------------|
| Date | 4 November 2022 |
| Team ID | PNT2022TMID14723 |
| Project Name | Customer Care Registry |
| Maximum Marks | 2 Marks |

Resolving the Response times and usually repeated customer's questions and queries in an efficient time. Customer care and customer service together help create a positive customer experience, or the overall impression of a person when interacting with companies. The needs of customers throughout the buyer's journey are anticipated, making customers feel supported. That, in turn, helps create an emotional connection between the customer and the company.



| Problem Statement (PS) | I am (Customer) | I am trying to | But | Because | Which makes me feel |
|-------------------------------|------------------------|---|--|--|----------------------------|
| PS-1 | Customer Care Agent | Reduce the response time | It consist of long list of the common problem | there is no accountability on the part of the agent if response times have been really prolonged | Prolonged/ Disappoint ment |
| PS-2 | Customer Care Agent | Fulfill the lack of Customer Centricity | Fail to place the customer at the core of your business, eventually, everything starts falling apart | Little opportunities to develop the business as a customer-centric organization and this emotion percolates right to the depths of the customer service department | Disastrous |