Project Design Phase-I
Proposed Solution Template

Date	24th September 2022
Team ID	PNT2022TMID37124
Project Name	Customer Care Registry

PROPOSED SOLUTION :

S NO	PARAMETER	DESCRIPTION
1.	Problem Statement (Problem to be solved)	A customer problem statement outlines problems that your customers face. It helps you figure out how your product or service will solve this problem for them. The statement helps you understand the experience you want to offer your customers..
2.	Idea / Solution description	The best idea for improving customer service is not automation, rather it is complete personalization! Surprised? You shouldn't be. Your customer doesn't want to be another statistic lost in your system – they want your undivided personal attention. ➢ If personalizing every customer response seems like an impossible task, try using email templates and personalize them to fit the customer's description. ➢ Many experts argue that using chatbots for customer service automation is the best idea for improving customer service.\ ➢ Although automation works great for efficiency, it necessary would not result in happier customers.

3.	Novelty / Uniqueness	• As a marketer, I notice this reality every day. • For example, imagine that I hire an agency to develop a new website for us. • Their output (the product) is ultimately extremely important to me.
4.	Social Impact / Customer Satisfaction	The impact of corporate social responsibility on customer loyalty: The mediating role of corporate reputation, customer satisfaction, and trust. Customer satisfaction is an important business performance metric for companies as it provides an insight into things like customer loyalty, likelihood of churn, and also helps identify issues with the product or service. Companies that provide a high level of customer satisfaction can also use it to differentiate themselves from their competitors.
5.	Business Model (Revenue Model)	As a customer service business provider, you will handle customer service for your clients. Whether it's responding to customer emails, operating the telephone lines or offering live-chat assistance, your business handles all customer-facing roles for other companies.
6.	Scalability of the Solution	At this point, the customer acquisition techniques and commercial and marketing strategies they have been using do not provide the desirable results. This does not necessarily mean that they are not suitable but it indicates that something has stopped working. Scalability may be the answer to reinvent procedures and continue to increase sales.