# Ideation Phase
# Brainstorm & Idea Prioritization Template
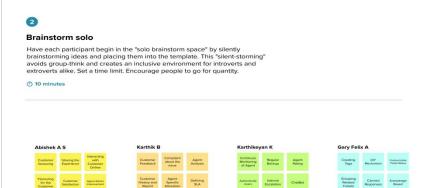
| Date | 18 September 2022 |
|---|---|
| Team ID | PNT2022TMID30144 |
| Project Name | Project - Customer Care Registry |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization :**

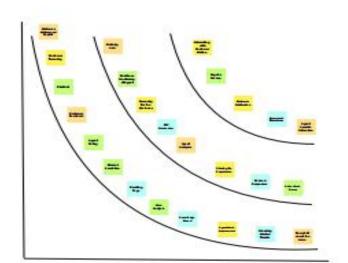**Step-1: Team Gathering, Collaboration and Select the Problem Statement**



**Step-2: Brainstorm, Idea Listing and Grouping**

**2**

## Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

🕐 10 minutes

**Abishek A S**

| | | |
|---|---|---|
| Customer favouring | Sharing the Experience | Interacting with Customer Online |
| Favouring for the Customer | Customer Satisfaction | Agent Admin Improvement |
| | | |

**Karthik B**

| | | |
|---|---|---|
| Customer Feedback | Complaint about the Issue | Agent Analysis |
| Customer History and Report | Agent Specific Allocation | Defining SLA |
| | | |

**Karthikeyan K**

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|---|---|---|
| Continues Monitoring of Agent | Regular Backup | Agent Rating |
| Authenticate Users | Internal Escalation | ChatBot |
| Live Analysis | | |

**Gary Felix A**

| | | |
|---|---|---|
| Creating Tags | DIY Mechanism | Customizable Ticket Status |
| Grouping Related Tickets | Canned Responses | Knowledge Based |
| | | |

**3**

## Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

🕐 15 minutes

**Abishek A S**

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**Karthik B**

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**Karthikeyan K**

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**Gary Felix A**

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# Step-3: Idea Prioritization

## Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team identify real through lines. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

Eliminate



## After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

### Quick add-ons

**Cluster related ideas**
Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.

**Vote on the most promising ideas**
Narrow your focus to only the strongest few ideas by holding a Voting Session. Give each person 2 votes.

### Keep moving forward

**2x2 Prioritization matrix**
Build shared understanding and make collective decisions for moving ideas forward.
Open the template →

**Storyboarding**
Show existing and/or future consumer experiences through the act of sketching.
Open the template →

**Pre-mortem**
Harness the collective experience and wisdom of the team, before the project even starts.
Open the template →

Share template feedback

*Finalized Ideas*

*1. Administrator Internal Routing*

*2. Delayed Response Automated ticket closing*

*3. Status of the ticket shown to the Customer*

*4. In Case of System Failure in the Server Side from the Administration, Need for a Backup Retrival.*