**Project Design Phase-I**

**Proposed Solution Template**

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| **Date** | **19 September 2022** |
| **Team ID** | **PNT2022TMID30039** |
| **Project Name** | **Project – CUSTOMER CARE REGISTRY** |
| **Maximum Marks** | **2 Marks** |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
|  | **Problem Statement (Problem to be solved)** | No Matter how frustrated or high pitched a customer might go at the time of conversing with a service agent, it does not give the rep the license to be rude to the customer in any way. Generally, such situations are handled by an experienced manager. |
|  | **Idea / Solution description** | Following these guidelines can help you tackle even a sticky situation such as this:   * You need a team of service personnel with a positive and can-do attitude against hiring people just on the basis of their experience * Ensure that they are empathetic to customer needs, no matter how badly the customer behaves or speaks * Invest time and effort to upskills your team, especially in soft skills, through ongoing training and development programs   For now, it may seem like a rather far fetched strategy to take care of a critical customer service problem and solution. In due course of time, you will see that it was worth the effort. |
|  | **Novelty / Uniqueness** | We should have **a** **naturally friendly disposition, an upbeat personality, and the ability to engage other in conversation**. Such enthusiasm should also be reflected in their work ethics**, e.g.,** the willingness to go the extra mile to deliver an outstanding customer service. |
|  | **Social Impact / Customer Satisfaction** | 1. **Create memorable customer experiences**   Unique customer experiences are a key element of **getting people to trust our brand and buy from us.**   1. **Address our customer by Name**   One of the best ways to offer a more personal customer experience is using the customer’s name when talking with them-in person, over the phone, through email, or when coming up with customer surveys. A friendlier approach that doesn’t feel forced **humanizes the consumer- business interaction**.   1. **Turn Customer mistakes Into unforgettable experience**   Sometimes, it’s not the company that makes a mistake, but the customer. It happens, and even though it’s the client fault, that doesn’t mean you shouldn’t try to come up with a solution. **It shows people how much our brand cares about consumers**, and it really takes the customers who made the mistake by surprise in a pleasant way. |
|  | **Business Model (Revenue Model)** | * **Experience** * **Observation** * **Resourcing** * **Action**   This slide is 100% editable. Adapt it to your needs and capture your audience’s attention. |
|  | **Scalability of the Solution** | Product or service that businesses use to gain a deeper understanding of their customer’s needs and expectations. They work to streamline and improve customer communications, therefore increasing customer satisfaction. |