IDEATION PHASE
BRAINSTORM & IDEA PRIORITIZATION

DATE	26th September 2022
TEAM ID	PNT2022TMID27825
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DOMAIN NAME	RETAILS AND E-COMMERCE
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 MARKS

TOP 3 IDEAS:

- **Idea 1: Get customer problems as tickets and provide 24x7 service**

    The main goal of this project is to handle the queries of customers as efficiently as possible. To achieve it, gathering queries from customers is very important. So the web application primarily focuses on obtaining customer queries in the form of tickets and processing it properly. This service is made available to the user round the clock.

- **Idea 2: Agents can escalate the tickets to higher level if they could not handle it**

  Handling tickets is one of the major factors that contributes to the smooth functioning of customer care. So it must be given more importance. If an agent is assigned a ticket that could not be handled by him because of the restricted powers given to him/her, then such kinds of tickets can be escalated to the higher authorities. By doing this, the trouble involved in handling tickets can be resolved

- **Idea 3: Stars could be given by the user to the agents depending upon their experience with the agent**

  This is one good feature which helps to recognize the efforts of the agents. This can also be taken as a factor to generate an agent's performance report. Also it can be taken as a type of feedback using which improvisations can be done in the allocation of agents. Using this feature, customer satisfaction can be measured. This can have an impact on the success of the application