

**IDEATION PHASE**  
**PROBLEM STATEMENT**

DATE	24th September 2022
TEAM ID	PNT2022TMID27825
TEAM LEADER	MALAVIKA K.R
TEAM MEMBERS	AISHWARYA B FARHANA SABREEN M SINDHU D
DOMAIN NAME	RETAILS AND E-COMMERCE
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 MARKS

**PROBLEM STATEMENT:**

Customer care registry provides efficient support to the customers in solving their problems or queries. When a customer has a simple query and does not like to spend much time researching or contacting a customer service for it, the customer care registry helps them in providing answers for the frequently asked questions. When a customer buys things online, the customer care registry makes the customer feel comfortable and provides satisfaction.

Who does the problem affect?	Customers of any sector
What are the boundaries of the problem?	Customers can raise tickets, get responses and solutions without any delay and can get to know about the status of their ticket

What is the issue?	Customers couldn't get their problems solved on time
When does this issue occur?	When the tickets are handled inefficiently by the agents
Where does this issue occur?	It occurs predominantly in sectors where customer is a critical resource like E-commerce sector, Retail sector etc.
Why is it important that we fix the problem?	In order to retain the customers, which when not done in a proper manner, can bring up a negative impact on the business growth
What solution to solve this issue?	Web application should be able to provide user-friendliness to customers by helping them raise tickets, track the status and get instant and proper responses to their queries without any delay
What methodology used to solve this issue?	Cloud computing technology provides the customers with modern and personalised services



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Problem Statement	I am	I'm trying to	But	Because	Which makes me feel
PS-1	a customer	return a damaged product	I don't prefer to do it directly	there is no assurance of getting proper response from the seller	irritated
PS-2	an IT professional	come to office by cab	the cabs aren't available at the scheduled time	of less cabs available	frustrated
PS-3	a patient	buy some medicines	I don't know from where should I buy it	I don't know where the medicines will be available	depressed