

PROBLEM-FIT

1. Customers segment:

- Name
- Age
- Location
- Preferable channel
- service

2. Customer constraints:

- In customer care, The customers are allowed to use the channel which was preferred by them
- The customer cannot communicate on their preferred channel.

3. Available solutions:

- Using live chat
- Automate customer communication
- Customer satisfaction score

4. Problems:

- In customer care registry, customer can't able to communicate on their preferred channel.

5. Cause:

- A lapse in communication would erode the trust relationship.
- Customer feel dissatisfied.
- They doesn't have the comfort to ask their questions.

6. Behaviour:

- Provide omnichannel support
- Deliver fast and consistent customer service
- Boost your agent productivity

7. Triggers:

The dissatisfaction and issues faced by the customer while asking their queries to the customer care.

8. Emotions

Customer will not feel satisfied until they uses the preffered channel for their communication

9. Solution:

Introducing fresh desk software with chatbot
It provides marketing automation and AI chatbot provides the easy conversation through text with the preferred channel

10. Channels of Behavior:

- Social network and the chatbot are the channel of behavior for the customer care
- They provide faster service for 24/7 using the artificial intelligence..