Project Design Phase-I
Proposed Solution Template

Date	19 September 2022
Team ID	PNT2022TMID10774
Project Name	Project - Customer Communication on their Preferred Channel
Maximum Marks	2 Marks

Proposed Solution Template:

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

S.No.	PARAMETER	DESCRIPTION
1.	Problem Statement (Problem to be solved)	There are many channels available in customer care registry for the purpose of communication. But the customers are not allowed to choose the communication channel on their preference. It makes them dissatisfied to ask their queries. So there is a need to choose customer communication on their preferred channel.
2.	Idea / Solution description	A chat bot or chatter bot is a software application used to conduct an on-line chat conversation via text or text-to-speech, in lieu of providing direct contact with a live human agent.Fresh desk provides tools for marketing automation to simplify support, built-in gaming mechanics to increase agent productivity, and robust multichannel capabilities to extend user reach.The award-winning platform features customer-facing capabilities, such as self-service portals and knowledge bases, that help companies strengthen their customer service efforts.
3.	Novelty/Uniqueness	Fresh desk is a cost-effective customer support software designed for the small and medium-sized enterprises that require a cost-effective yet fully functional help desk to provide seamless customer

		support. It allows companies to prioritize, organize and manage all customer requests without increasing workforce or operational costs.Chat bots are increasingly present in businesses and often are used to automate tasks that do not require skill-based talents. With customer service taking place via messaging apps as well as phone calls, there are growing numbers of use-cases where chat bot deployment gives organizations a clear return on investment. Call center workers may be particularly at risk from AI-driven chat bots.
4.	Social Impact / Customer Satisfaction	Fresh desk creates a convenient environment for your users and support staff. Your clients can use a simple self-service option, while your agents can solve more tickets in a short period of time. This lets you reduce the burden on your employees and boost customer satisfaction. Human-like chat bots lead to greater satisfaction and trust among customers, leading to greater adoption of the chat bot. The results of this study showed that a connection between chat bots and customer loyalty is very likely. Besides, some customers suffer from the privacy paradox because of personalization.
5.	Business Model (Revenue Model)	Social media is the best platform to develop this software. This software will increase the confidence among the people. It is great to use ,amazing convenience and also have subscription once user hit certain services.
6.	Scalability of the Solution	Chat bots are used in dialog systems for various purposes including customer service, request routing, or information gathering. While some chat bot applications use extensive word-classification processes, natural-language processors, and sophisticated AI, others simply scan for general

		keywords and generate responses using common phrases obtained from an associated library or database. Most chat bots are accessed on-line via website popups or through virtual assistants. They can be classified into usage categories that include: commerce (e-commerce via chat), education, entertainment, finance, health, news, and productivity.The platform is also an option for freelancers and startups looking to automate specific repetitive tasks and accelerate customer service. Fresh desk is ideal for companies in industries such as healthcare, education, and retail, ecommerce, hospitality, IT, utilities and insurance.