

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	
Project Name	Project – Customer Care Registry
Maximum Marks	2 Marks

Customer Problem Statement Template:

Small scale B2C & B2B companies needs to manage its customer queries (ticket) raised everyday without any hassles while resolving queries and managing customer needs instead of traditional customer ticket management system. Business nowadays needs more organised query resolution by identifying similar patterns and reducing similar ticket rates in the future. Unauthorised and authorised customer care registries are difficult to distinguish. Customers prefer single platform for raising all their queries.

Question	Description
Who does the problem affect?	Customers and Small scale B2B & B2C
What are the boundaries of the problem?	Customer's workflow, Small scale business.
What is the issue?	Traditional ticket management systems are not efficient enough for today's economy. There is a need for validation of tickets raised and Distinguishing the authentic customer care registry platforms from the spams.
When does this issue occur?	The issue occurs when the customer wants to raise the tickets.

Where is the issue occurring?	The issue occurs when customers try to raise the tickets i.e during the product usage. Managing the tickets is flawed in the traditional ticket managements. And there is no pattern identified when similar tickets are raised.
Why is it important that we fix this problem?	It is important to fix this problem because decreasing the ticket rate by identifying similar patterns is the better solution for a highly efficient customer experience. Customer's prefer to raise tickets in a single authentic platform for a better experience.