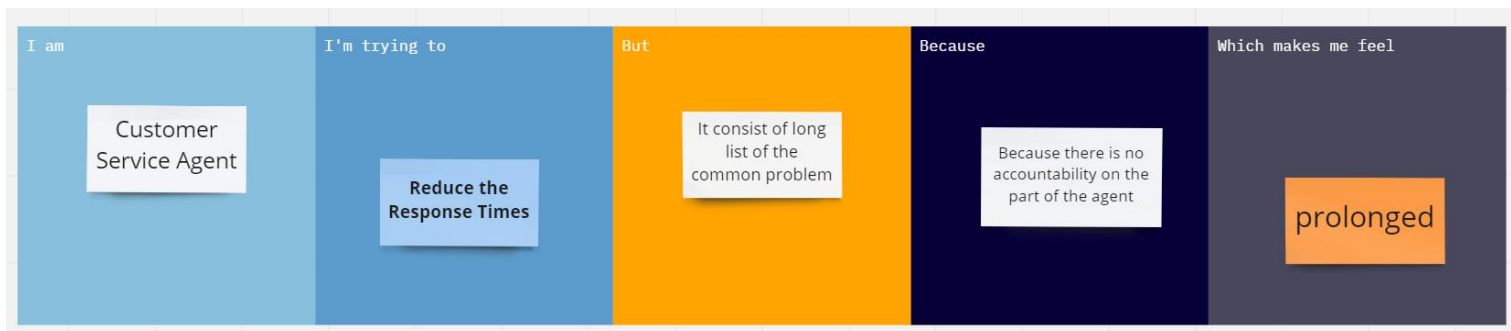


Ideation Phase

Define the Problem Statements

Date	24 September 2022
Team ID	PNT2022TMID39588
Project Name	Customer Care Registry
Maximum Marks	2 Marks

Customer care and customer service together help create a positive customer experience, or the overall impression a person has when interacting with your company. Both are vital, but there are subtle differences in how they are implemented. High-quality customer care is proactive. The needs of customers throughout the buyer's journey are anticipated, making customers feel supported. That, in turn, helps create an emotional connection between the customer and the company.



Problem Statement (PS)	I am (Customer)	I am trying to	But	Because	Which makes me feel
PS-1	Customer Care Agent	Reduce the response time	It consist of long list of the common problem	there is no accountability on the part of the agent if response times have been really prolonged	Prolonged/ Disappoint ment
PS-2	Customer Care Agent	Fulfill the lack of Customer Centricity	Fail to place the customer at the core of your business, eventually, everything starts falling apart	Little opportunities to develop the business as a customer-centric organization and this emotion percolates right to the depths of the customer service department	Disastrous