

Project Design Phase-I Proposed Solution Template

Date	23 October 2022
Team ID	PNT2022TMID02958
Project Name	Project - Customer Care Registry-
Maximum Marks	2 Marks

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	I am a regular customer in famous e-commerce websites like Amazon, Flipkart. I order regularly. The problem I have is that in most times, I don't have any reliable sources to clear my doubts in some of the products I buy. There are reviews and customer ratings in those websites, but somehow, I don't feel they are authentic and real. It would make my world if those replies are from a real expert and I could clarify all my doubts in a single platform. Of course, I would need instant replies from a real expert who knows about the products I am asking for.
2.	Idea / Solution description	Creating a Customer Care Registry, where the customers can raise their queries in form of tickets. An agent will be assigned to them for replying/clarifying their issues.
3.	Novelty / Uniqueness	The agents are experts in the product domain and they will communicate well with the customers
4.	Social Impact / Customer Satisfaction	Customers will be satisfied with the instant and valid replies. Also, it creates a doubtless society, that boosts sales.
5.	Business Model (Revenue Model)	Customers can be charged a minimal amount based on the number of queries (tickets) they can rise in a said period of time.
6.	Scalability of the Solution	This idea is so much use to the customers that the latter may refer this registry to their friends and colleagues at work. Naturally, the user base grows so does the number of queries answered. May be in the future, may be a cross-platform mobile application may be developed, making this customer care registry much more accessible to the users.