Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Customer care registry is the support you offer the customers — both before and after they buy and use your products or services — that helps them have an easy, enjoyable experience with your brand.Hence,Customers differ from the product for which they are approaching customer service.For example, A toy company's customer care service will only be approached by parents of 0-7 yrs.

6. CUSTOMER CONSTRAINTS   `CC`

What constraints prevent your customers from taking action or limit their choices
of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Limited budget
Need to reuse existing hardware
Shared bandwidth with multiple apps
Limited skill set for maintenance
Low appetite for risk

5. AVAILABLE SOLUTIONS   `AS`

Which solutions are available to the customers when they face the problem

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

1.This application can let customers raise tickets with a detailed description of the issue.This will help the agent to understand the customer's problem clearly and in turn increase response time.
2.An end to end connection between the customer and the agent through a chat service.Chatbots can save up to 30% in customer support cost and can help businesses save on customer service costs by speeding up response times and answering up to 80% of routine questions.
3.An issue tracking tool to help the customer track each step of the issue.It can help unify,manage,analyze and contextualize customer requests.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

ROLE OF ADMIN:
The main role and responsibility of the admin are to take care of the whole process. Starting from Admin login followed by the agent creation and assigning the customer's complaints. Finally, He will be able to track the work assigned to the agent and a notification will be sent to the customer.
ROLE OF AGENT:
The role and primary job of an agent is to address the customer issues and resolve them in a timely ,efficient and professional manner.He/She has to make note of the customer's suggestions on what can potentially improve their experience.

9. PROBLEM ROOT CAUSE   `RC`

What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.

Companies today are modernizing customer care, using advanced methodologies to ensure a positive customer experience starting from the first interaction and throughout the buyer's journey. Customer care is more than just providing great customer service. It's a proactive approach to providing information, tools, and services to customers at each point they interact with a brand. Hence ,an application is needed for processing the complaints raised by the customers.

7. BEHAVIOUR   `BE`

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

The user first creates an account and subsequently login to the application. Now,they can register a complaint with a description of the problem they are facing. Each user will be assigned with an agent and the user will be able to view the status of their complaint.This will help the customers to track each step of their issue and in turn promotes the company's customer support.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS
TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

1. Customer contact Customer service when they either want a deeper understanding or additional information on your product.
2. When customers are being dissatisfied with their product or service.
3. When consumers face minor technical or payment issues.
4. One of the most common reasons customers call service centers is to seek an exception to a rule or policy by speaking to real, live human beings.

4. EMOTIONS: BEFORE / AFTER
EM

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

EMOTIONS-BEFORE
Though the emotions of the customer varies from person to person,most of them have negative emotions that include agitation,anger,irritation,disgust and pain as they usually approach customer care due to an issue or dissatisfaction.
EMOTIONS-AFTER
Customers usually have positive emotions that include joy, satisfaction, belonging, security and happiness as the customer service would have or would have tried to meet the customers expectations and thereby improving customer satisfaction.

10. YOUR SOLUTION
SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

A customer care Registry not only boosts customer satisfaction but also helps in improving customer loyalty. If a company neglects customer care, it can negatively impact the customer service experience. Hence, an application needs to be developed to help the customer in processing their complaints where the customers will be able to raise a ticket with a detailed description of the issue. An Agent will be assigned to the Customer to solve the problem. The admin has the main responsibility to take care of the whole process. He will be able to track the work assigned to the agent. Whenever the agent is assigned to a customer, they will be notified with an email alert. Customers can view the status of the ticket till the service is provided. The agent will quickly address the customer's issue and mitigate any effects of the negative experience. An end to end connection between the customer and the agent through a chat service to speed up response times.

8. CHANNELS of BEHAVIOUR
CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

ONLINE:
The customer has to create an account and subsequently login and register a complaint on the issue that they face.A chatbot will be enabled first to solve the issue and will be transferred to a human agent if needed.

OFFLINE:
NONE

Identify strong TR & EM