

CUSTOMER CARE REGISTRY



PROBLEM-SOLUTION FIT

PROJECT DESIGN PHASE –I

PROPOSED SOLUTION

TEAM ID	PNT2022TMID18613
PROJECT NAME	Customer care registry
MAXIMUM MARKS	2 Marks

PROJECT DESIGN PHASE –I (PROBLEM-SOLUTION FIT)

Problem-Solution fit canvas 2.0

Define CS, fit into	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer?</p> <div> <p>1) Customers who are not able to solve them Own complaints of what they are facing.</p> <p>2) Customers who do not know the solution of their questions they get.</p> </div>	<p>6. CUSTOMER CC</p> <p>What constraints prevent your customers from <u>taking action</u> or limit their choices of solutions? <u>i.e.</u> spending power, budget, no cash, network connection, available devices.</p> <div> <p>1) This application will be supported by almost all the devices.</p> <p>2) The solution we propose will have an alert via email feature, <u>if</u> expense exceed the given limit.</p> <p>3) This solution also provides insights in a graphical way.</p> </div>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>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? <u>i.e.</u> pen and paper is an alternative to digital notetaking</p> <div> <p>1) By reading the guidelines properly.</p> <p>2) offer a solution and give options whenever possible.</p> <p>3) Address to issue within the company.</p> <p>4) By communicating properly</p> </div>	Explore AS.
	Focus on J&P, tap into BE, understand	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <div> <p>1) The application <u>allow</u> the customers to find the solution for their queries.</p> <p>2) They <u>will</u> able to categorize their expenses.</p> <p>3) They will be also given option for the general <u>questions</u>.</p> <p>4) They also get the free solution where we provide our agents.</p> </div>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job? <u>i.e.</u> customers have to do it because of the change in regulations.</p> <div> <p>1) Lot of customers don't know the guidelines for their problems.</p> <p>2) Some customers have of lack of <u>knowledge</u>.</p> <p>3) Not knowing the answer to a question.</p> <p>4) not reading the guidelines properly</p> </div>	
Identify strong TR & EM		<p>3. TRIGGERS TR</p> <p>What triggers customers to act? <u>i.e.</u> seeing their <u>neighbour</u> installing solar panels, reading about a more efficient solution in the news.</p> <div> <p>1) Customers can know to solve their solutions.</p> </div> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>How do customers feel when they face a problem or a job and afterwards? <u>i.e.</u> lost, insecure > confident, in control - use it in your communication strategy & design.</p> <div> <p>1) Customers can get the from the help desk.</p> </div>	<p>10. YOUR SOLUTION SL</p> <p>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 <u>behaviour</u>.</p> <div> <p>1) To design a personal help desk using flask.</p> <p>2) To provide insights on their queries in a graphical way.</p> </div>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <div> <p>1) All their data are secured and being updated to cloud storage</p> </div> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <div> <p>1) Make sure they find the best solutions for their complaints.</p> </div>