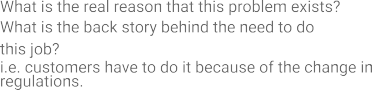
PROBLEM SOLUTION FIT:

|  |  |
| --- | --- |
| Date | 23 September 2022 |
| Team ID | PNT2022TMID37600 |
| Project Name | CUSTOMER CARE REGISTRY |
| Team Members | D.Lokesh Reddy  CH.Santhosh Reddy  E.M.Anjunath Goud  k.krishna kishore |



1.

No proper registry

2.

Lack of

experts i

n

a common

place

3.

Replies for quer

ies from random

persons

4.

Co

m

munication lag

5.

High

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cost

1.

Asking their f

riend

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s opini

ons

2.

Chec

king solutions in the o

nline

forums

3.

Using helpdesk

4.

Solv

e the issues themselves based on

their own knowle

dge

5.

Seeing revi

ews

posted by th

e use

rs in

the website forums

✓

Simpl

i

fyi

ng the user account creation

process

✓

G

iving instant replies to the

customer

s to

their queries

✓

Providing expert solutions to the queries

✓

Assigning indi

vidual agents/exp

erts

to

the customers queries

✓

Sending the status of the

queries to the

customer

’

s mail

Our

customer

s are usually above

16

years old. Ranging from college

students t

o working adults to

retired professionals

. Also, reputed

organizations too.

1.

Late rep

lies for th

eir q

ueries

2.

Compl

i

cated

pro

cess to take over

3.

High chance their que

r

ies ma

y not be

con

sidered at all

4.

Replies irrelevant to their queries

5.

Advert

isements shown

Customers most probably use

helpdesk

.

Pro

s

:

1.

Reason

abl

y priced

2.

Highly scalable for te

a

m of any size

Cons

:

They

do not under

stand the severity of all compla

i

n

ts

and end up treating them all

in the same way

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 3. TRIGGERS TR  What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.    Overtime, they get disappointed with late and  irrelevant replies and triggered to act | 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 behavior.   * Creating a Customer Care Registry * Simple User creation process * Customers can raise their queries to the experts * Individual agents will be assigned to each customer * Their queries will be answered earnestly * Customers can also check the status of their queries | 1. CHANNELS of BEHAVIOUR CH    1. ONLINE   What kind of actions do customers take online? Extract online channels from #7     * 1. OFFLINE   What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.    ONLINE:   * + 1. <https://www.helpdesk.com/>     2. <https://www.google.com/>     3. <https://www.quora.com/>     OFFLINE:   * + 1. Asking friends and colleagues     2. Take actions themselves |  |
| 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.    × Disappointed - after they do not get instant replies for their queries  × Dejected - when they get irrelevant replies even after waiting for a long time |