

# **CUSTOMER CARE REGISTRY- PROPOSED SOLUTION**

## **PROBLEM STATEMENT**

Security and timely customer service are important to people so they can solve their problems often receive spam calls, are given ambiguous answers to their questions by customer service, or even do not receive a response from customer service at all. Eventually, people feel taken advantage of and distrust customer service. As a result of improper customer care management, these things occur.

## **IDEA/SOLUTION DESCRIPTION**

The simple solution to the problem is to give them a secure registry and proper human resource for clearing their queries. Those human resources can be allocated to people by giving them directions through mail or messages. We can make people aware of simple problem's solutions by providing documentation of frequent problems.

## **NOVELTY/UNIQUENESS**

This solution has the uniqueness that we can easily maintain customer's queries with proper answers and make them feel good. Allocation of human resources for every customer can be easily done.

## **SOCIAL IMPACT/CUSTOMER SATISFACTION**

Customers feel good. The trust of organizations that provide customer service increases. Customer's queries can be easily solved. It reduces the stress level of customer when problem arises.

## **BUSINESS MODEL**

Implementing this will increase the trust among the people. So, it will increase the publicity of the organization that provides the customer services. If trust among the people increases, it will automatically increase the number of customers for their organization. This will make the organization make more profit than before.

## **SCALABILITY OF THE SOLUTION**

This solution can be implemented as SaaS which is Software as a service. It can be used for a long time purpose too. But if an organization is small, it is a little hard to get human resources allocation for customer's queries allocation. Otherwise, it is a scalable solution and good to be considered.