

Ideation Phase

Brainstorm & Idea Prioritization Template

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|---------------|------------------------|
| Date | 11 November 2022 |
| Team ID | PNT2022TMID13422 |
| Project Name | Customer Care Registry |
| Maximum Marks | 4 Marks |

Step-1: The Problem Statement

1

Problem statement

This Application has been developed to help the customer in processing their complaints. The customers can raise the ticket with a detailed description of the issue. An Agent will be assigned to the Customer to solve the problem. 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.



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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Aswitha

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| Create Memorable Customer Experiences | Address your customer by name |
| Give Clients Personal, Old Fashioned Contact | Turn customer mistakes into unforgettable experience |

Agnes

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|-------------------------|---|
| Reward Loyal Customers | Provide Fast, Convenient Customer Support |
| Respond on Social Media | Use Non-Generic Auto-Replies |

Keerthana

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|----------------------------|--|
| Provide Self-Help Options | Offer 24/7 Customer Support |
| Make an irresistible Offer | Offer a lenient, straightforward refund policy |

Aishwarya

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|-----------------------------------|---------------------------|
| Offer a bulletproof guarantee | Provide a trial Period |
| Try to offer free return shipping | Experiment with Discounts |

Avantika

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| Make Feedback Part of Your Brand | Actively ask customers for feedback |
| Focus on common complaints and provide solutions | Reply to all feedback (both negative & positive) |

3

Group ideas

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Implement a chatbot system

Centralize data access and control with a data governance framework

Management tool that processes and catalogs customer service requests

Quick access to knowledge bases, subject matter experts and other sources of information that can help them resolve an issue.

Track your help desk operations is that you'll have accurate, comprehensive data: how long the average ticket takes to resolve, how many need to be escalated, and so on.

Keywords and language detection get the right issues to the right agents in the right way, and the agents can then respond

Have a constantly improving database of questions and answers that's immediately accessible to agents at any location

Make knowledge base accessible to agents right in their console, answers from the widest possible pool of sources are available instantly when a customer first calls.

Help desk software can support social customer service by integrating with email servers, CRM and social listening tools to treat all these requests as support tickets

Step-3: Idea Prioritization

4

Prioritize

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