

Project Title:Customer care registry

Project Design Phase-I - Solution Fit Template

Define CS, fit into CC	1.CUSTOMER SEGMENT(S) CS Who is your customer? <ul style="list-style-type: none"> ➤ The person who is booking the tickets. ➤ Person who can get their problems solved by their agent. 	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? <ul style="list-style-type: none"> ➤ Working as a customer service representative requires you to maintain a friendly 	5. AVAILABLE SOLUTIONS AS solutions are available let the customer when they face the problem or need to get the job done? what have they in the past? what pros & cons do these solutions have? Pros: <ul style="list-style-type: none"> ➤ Customer issues can be easily solved by their assigned agent. Cons: <ul style="list-style-type: none"> ➤ Delivering false information. 	Explore AS, differentiate
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which problem do you solve for your customer? There could be more than one, explore different sides. <ul style="list-style-type: none"> ➤ Issues related to the ticket. ➤ Network and server issues. 	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? <ul style="list-style-type: none"> ➤ Server down problem. ➤ Network issues. 	7.BEHAVIOR BE What does your customer do about/around/directly or indirectly related to the problem? <ul style="list-style-type: none"> ➤ Use qualitative and quantitative methods like focus group, surveys and customer behaviour data. 	Focus on J&P, tap into BE, understand

	3. TRIGGERS TR What triggers customers to act? <ul style="list-style-type: none"> ➤ It is user friendly. ➤ Network and server issues. 	10. YOUR SOLUTION SL Every customer is assigned with their agent to solve their problem by an email notification.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE: <ul style="list-style-type: none"> ➤ Online ticket booking system. ➤ Customer get the email notification from the agent. 	
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<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <p>How do customers feel when they face a problem or a job and afterwards?</p> <ul style="list-style-type: none">➤ Customer emotions inspire decisions continuing on the customer journey and inspiring others to take that journey		<div>8.2OFFLINE</div> <ul style="list-style-type: none">➤ Customer their support from the near by customer support officers.➤ Complaints from the customer and problem solution statement from the agent is don in paperwork.
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