

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Our customers are usually above 16 years old. Ranging from college students to working adults to retired professionals. Also, reputed organizations too.</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <ol style="list-style-type: none"> 1. Late replies for their queries 2. Complicated process to take over 3. High chance their queries may not be considered at all 4. Replies irrelevant to their queries 5. Advertisements shown 	<p>5. AVAILABLE SOLUTIONS AS</p> <p>Customers most probably use helpdesk.</p> <p><u>Pros:</u></p> <ol style="list-style-type: none"> 1. Reasonably priced 2. Highly scalable for team of any size <p><u>Cons:</u></p> <p>They do not understand the severity of all complaints and end up treating them all in the same way</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <ul style="list-style-type: none"> ✓ Simplifying the user account creation process ✓ Giving instant replies to the customers to their queries ✓ Providing expert solutions to the queries ✓ Assigning individual agents/experts to the customers queries ✓ Sending the status of the queries to the customer's mail 	<p>9. PROBLEM ROOT CAUSE RC</p> <ol style="list-style-type: none"> 1. No proper registry 2. Lack of experts in a common place Replies for queries from random persons 3. Communication lag 4. High-cost 	<p>7. BEHAVIOUR BE</p> <ol style="list-style-type: none"> 1. Asking their friend's opinions 2. Checking solutions in the online forums 3. Using helpdesk 4. Solve the issues themselves based on their own knowledge 5. Seeing reviews posted by the users in the website forums 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<p>3. TRIGGERS TR</p> <p>Overtime, they get disappointed with late and irrelevant replies and triggered to act</p> <hr/> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <ul style="list-style-type: none"> × Disappointed - after they do not get instant replies for their queries × Dejected - when they get irrelevant replies even after waiting for a long time 	<p>10. YOUR SOLUTION SL</p> <ul style="list-style-type: none"> • 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 	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>ONLINE:</p> <p>A few of these local stories were the result of formal partnerships, but the majority were done quite independently - in some cases, we didn't have much if any knowledge that the story.</p> <p>OFFLINE:</p> <ol style="list-style-type: none"> 1. Asking friends and colleagues 2. Take actions themselves 	Identify strong TR & EM