IDEATION PHASE

BRAINSTORM & IDEA PRIORTIZATION

Date	12 ctober 2022
Team Id	PNT2022TMID48949
Project Name	Customer Care Registry
Maximum Marks	4 marks

Step 1: Team Gathering, Collaboration and Select the Problem Statement

Step 2:Brainstorm,Idea Listening, and Grouping

2

Brainstorm

Ideas to overcome the problem.

⏱ 10 minutes

ILAKKIYA

track complaints using help desk software	leverage the latest technology	builds customer confidence
meeting customer expectation	direct the customer to right path	keeps crisis management in mind

NIHA AMREEN

promise only what you can deliver	efficiently handle all aspects	promote customer satisfaction
customer engagement software	layout a plan to address the situation	build a customer journey map

PREETHA

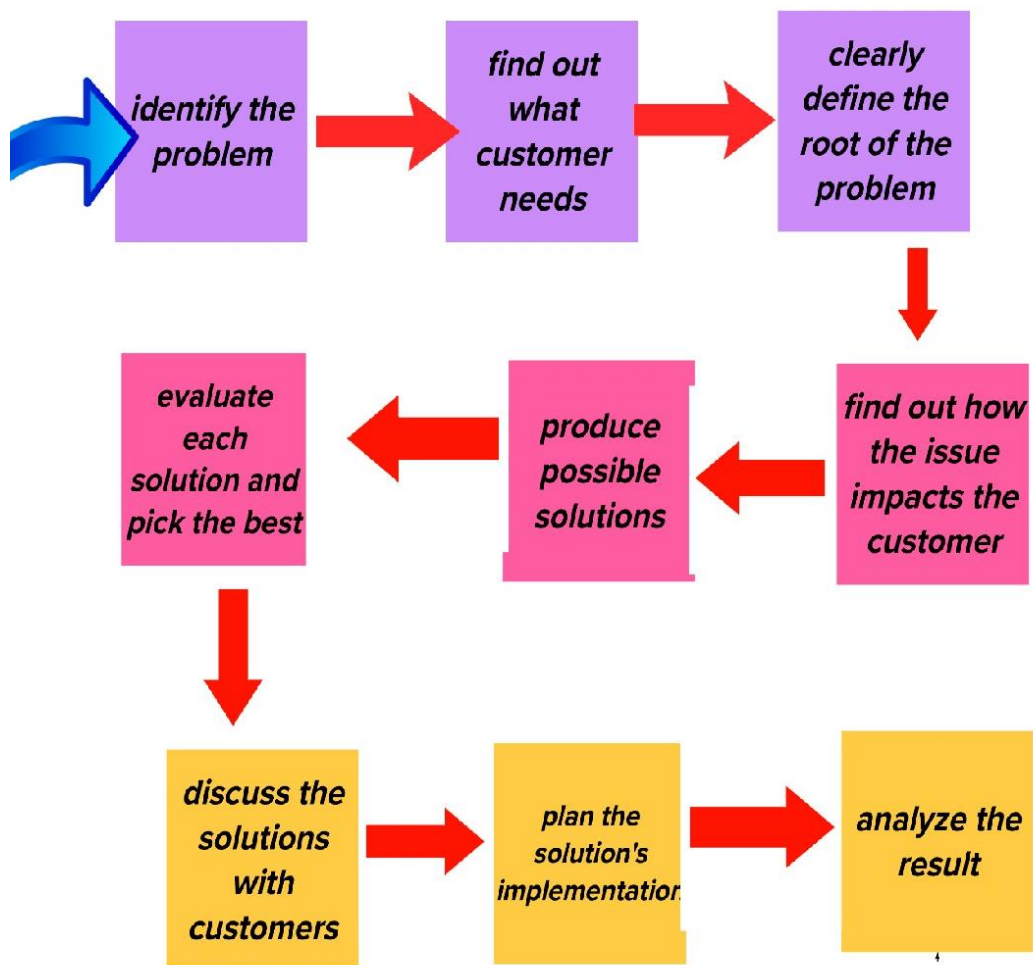|		
deliver omni channel support	acknowledge the customer's questions	explain the problem in simple terms
chats to be answered	detailing every touchpoint	allow access to chatbot,livechat

PRAVEENA

HEARD technique	handle crises and escalation	slove customer problem as fast as
build workflow	focus on the small things	collect customer feedback

③

Group ideas

Build informal connections with peers

🕐 20 minutes

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    ➡️  identify the     →  find out        →  clearly
        problem              what                define the
                             customer            root of the
                             needs               problem
                                                      ↓
    evaluate         ←  produce          ←  find out how
    each                possible             the issue
    solution and        solutions            impacts the
    pick the best                            customer
        ↓
    discuss the      →  plan the         →  analyze the
    solutions           solution's           result
    with                implementation
    customers
```

The six pillars of
Customer Service

Attitude Interest Action Verbal Language Body Language Tone of Voice

customer service

Step 3:Idea Priortization