

# PROBLEM STATEMENT

An effective complaints management system is integral to providing quality customer service. It helps to measure customer satisfaction and is a useful source of information and feedback for improving services. Often customers are the first to identify when things are not working properly. Customer can track their state of the issue in real time.

What does the problem affects?	Customers, companies, Agents
What is the issue?	Not meeting customer expectations, Customer demand can't fulfilled by the service , Dealing with angry customers, Slow response time , Lack of real time management
What are the boundaries of the problem?	IT Sectors, Ticket reservations, Online exams, e-Commerce websites.
When does the issue occurring?	lack of training, lack of employee engagement, No crisis management or escalation protocol, Not having the right tools, Transferring customer calls
Where is the issue occurring?	e-commerce sites, Business companies, IT companies
Why is it important that we fix the problem?	Good customer Service built trust and loyalty. Good customer service creates

	<p>positive experience to a customer.It adds value to your product or service.It adds value to your brand.Sets you apart from competition Encourages word of mouth marketing</p>
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