**Project Title:** Customer Care Registry **Project Design Phase – 1 Problem Solution Fit Team Id: PNT2022TMID29836**



**1. CUSTOMER SEGMENT(S)**

**Who is youí customeí?**

**CS 6. CUSTOMER**

**What constíaints píevent youí customeís fíom taking action oí limit theií choices of solutions? i.e., spending poweí, budget, no cash, netwoík connection, available**

**5. AVAILABLE SOLUTIONS**

**Which solutions aíe available to the customeís when they face the píoblem**

**oí need to get the job done? What have they tíied in the past? What píos & cons do these solutions have? i.e., pen and papeí is an alteínative to digital notetaking**

**2. JOBS-TO-BE-DONE / PROBLEMS**

**J&P**

**9. PROBLEM ROOT CAUSE**

**What is the íeal íeason that this píoblem exists? What is the back stoíy behind the need to do this job?**

**7. BEHAVIOUR**

**BE**

**ľheíe could be moíe than one; exploíe diffeíent sides.**

**What does youí customeí do to addíess the píoblem and get the job done?**

**i.e., diíectly íelated: ﬁnd the íight solaí panel installeí, calculate usage and beneﬁts;**

**indiíectly associated: customeís spend fíee time on volunteeíing woík (i.e.**

**ľheoíy, theíe aíe thíee types of jobs-to- be done youí customeí is tíying to get done - functional, emotional and consumption.**

**stay calm. tíeat the situation with humoí, íatheí than getting angíy. distíact theií attention, íatheí than getting confíontational. if otheí people aíe píesent, explain to them that the behavioí is because of an illness and is not peísonal.**

**Lack of íeal time engagement in many scenaíios, customeís need instant assistance and at times, live chat is not just enough. ľheíe is a need to view the píoblem oí have a face-to-face conveísation foí getting the íight solution.**

**Listen to the customeí and show genuine empathy Assess the situation Ask foí the customeí's needs and píefeíences Offeí a solution and give options wheneveí possible.**

**ľhe only constíaint that limits the customeí foím taking action is the lack of knowledge on píoduct/ seívice.**

**ľhe peísons who need anotheí peíson to claíify theií queíies about the píoduct aíe my customeí.**

**Explore AS,**

Focus on J&P, tap into BE, understa

**Deﬁne CS, ﬁt into**

on J&P, tap into BE, understand

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Identify strong TR & EM Fo** |  |  | **3. TRIGGERS TR**  **ľhese inteíactions/tíiggeís aíe pieces of infoímation which useís cíeate thíough theií eveíyday actions that indicate they aíe eitheí a** |  | **10. YOUR SOLUTION SL**  **A Chatbot and a ticket íaising foíum is cíeated and implemented in the website wheíe the useí can ask any queíies to the agent assigned to them about the píoduct oí seívice in which the agent can answeí to the customeí what they ask.** |  | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   **ľhe customeí can login to website and ask any íelated queíies to that bot and agent, the bot/ agent can able to answeí the queíies.**   * 1. **OÏÏLINE**   **ľhe customeí can diíectly visit to the íespected oíganization oí show íoom and ask any íelated questions.** | **d Extract online & ofﬂine CH of BE** |
|  |  |  |
|  |  | **4. EMOTIONS: BEFORE / AFTER EM**  **ľhe customeí feels veíy bad. Do not tíy to talk oveí the customeí oí aígue with them. Let the customeí have theií say, even if you know that they aíe mistaken and don't have all the infoímation, oí you can anticipate what they aíe** |