

Ideation Phase

Brainstorm & Idea Prioritization

Date	08 October2022
Team ID	PNT2022TMID46372
Project Name	Project – Customer Care Registry
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization :

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

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

Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare

🕒 1 hour to collaborate

👤 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

1

Problem statement

Customer care registry provides efficient support to the customers in solving their problems or queries. When a customer has a simple query and does not like to spend much time researching or contacting a customer service [for it](#), the customer care registry helps them in providing answers for the frequently asked questions. When a customer buys things online, the customer care registry makes the customer feel comfortable and provides satisfaction.

PROBLEM

Customer needs to register a complaint on system, because he looked a problem at purchased product.

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.

[Share template feedback](#)

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

ManiKandan

Track the complaint in the customer care registry

Lodge a complaint online with the National Consumer Helpline portal of Ministry of Consumer Affairs, Public Distribution.

Alert sent to the user while third party accessing your account

Transform the existing manual complaint management system into an automate system.

Vasanth

Complaint Management System (CMS) module is used to register new complainers

Resolving individual complaints and identifying opportunities to make systemic improvements.

Reassuring customers that you value their feedback and you are committed to resolving their issues in a fair, timely and efficient manner.

A management technique for providing, analyzing and responding to customer complaints.

Sakthi Magesh

The customer service offer complete visibility and traceability

Telephone and mobile services. Consumer complaints included charges for calls to toll-free numbers

Submit the evidence for your complaint.

The complainant by registry within 5 hours resolution being received.

Arulselvam

Details are been stored in the form and maintained secure

Two types of sign up are been inserted one is for complaint registry and another for official complaint.

If the server busy lodge your complaint with the consumer court by calling the helpline number

Fast delivery the complaint to the agent

Vignesh

Make a feedback part of your brand

Actively ask customer for feedback

Focus on common complaints and provide solutions

Reply to all feedback (both negative & positive)

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

CATEGORY - ATTACHMENT

Go to Navigator > Customer Data Management > Organizations

Browsing the tracking of the complaint

Click on the link of a specific Organization Registry number

Browse the file manager for submit the evidence

If an attachment is included in a notification, an inline preview of the attachment is visible within the email notification.

file the complaint and create the automated proof of the registry

CATEGORY - SUGGESTION

Prefer the email id authentication

Record the details of the complaint

Attractive interface for users

Prefer the email id authentication

Discuss options for fixing the problem.

Track Customer Complaints Using Customer Support Software

Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

