

PROJECT DESIGN PHASE-I

Proposed Solution

Date	28 September 2022
Team ID	PNT2022TMID38924
Project Name	Project – Customer care registry
Maximum Marks	2 Marks

S.No.	Parameter	Description
•	Problem Statement (Problem to be solved)	When a customer keeps getting transferred from one agent or department to another, it ensures that a customer will never return to you or your business in the future. Neither will they recommend you to people they know. This brings us to the second most common customer service problem..
•	Idea / Solution description	<p>To ensure that the customer is not enraged, this is what you can do to pacify the situation before transferring the customer:</p> <ul style="list-style-type: none">• Inform the customer the reason, why you need to transfer the call to another agent, senior manager or department• Explain the present situation in detail so that the customer understands that sticking with you may take more time to resolve the issue• Request permission to transfer the call and ask if the customer has any further questions that need answering• Wait for a confirmation in the affirmative and then initiate the transfer <p>Remember that the customer may already be</p>

		<p>on the brink of losing it if the call has already been transferred several times. Try not to push him any further than you need to. You do want the experience to end on a positive tone.</p> <p>.</p>
•	Novelty / Uniqueness	<p>Most advances in improving recommendation algorithms have resulted in efforts to enhance their accuracy. For e-commerce websites this accuracy is measured in terms of sales increase. However accuracy doesn't necessarily mean "relevance" in the hand of the customer. Receiving very accurate recommendations (i.e. matching exactly preferences) comes indeed at a cost : missing opportunities which are outside of one's narrow scope of preferences</p>
•	Social Impact / Customer Satisfaction	<p>From a customer satisfaction perspective it is unlikely that accuracy will decrease satisfaction. The reason is simple. You don't know which opportunities you are missing (the algorithms is not transparent to allow you to do that), hence you can't form expectations and your satisfaction will consequently not decrease. However customer satisfaction can be greatly increased if a customer is exposed to a novel, unexpected, product recommendation. That's the power of serendipity.</p>
•	Business Model (Revenue Model)	<p>When a company looks at cutting costs, one of the first things to get affected is the</p>

		<p>customer care team. Since most customer care teams are outsourced, the pain of letting people go doesn't feel real and is easier to bear. Also, there's always the lure of the cheaper call center around the corner that will make your account books look healthy again.</p> <p>Whether you are a service-based business or a budding new ecommerce site, letting customer service suffer in a bid to grow profits is like stepping on the brakes hoping your car will go faster.</p>
•	Scalability of the Solution	<p>The ultimate goal of the business strategy is to ensure that the business can be scaled up to the level that matches the business objectives. This is usually a step-by-step process, involving exploration, acquiring early adopters, and then continuously growing the business. Which of the methods that have worked for successfully scaling purely digital businesses can be adopted by AIoT-enabled businesses.</p>