

CUSTOMER CARE REGISTRY- PROPOSED SOLUTION

PROBLEM STATEMENT

People wish to have a secure registry and quick customer service with appropriate solutions for the issues that they face. People often face spam calls, many ambiguous solutions were given by customer care and sometimes even customer care does not even respond to the user's queries. This will lead to people's distrust of customer care and feeling cheated by customer care. These things happen because of not managing the customer care properly.

IDEA/SOLUTION DESCRIPTION

The simple solution to the problem is to give them a secure registry and proper human resource for clearing their queries. Those human resources can be allocated to people by giving them directions through mail or messages. We can make people aware of simple problem's solutions by providing documentation of frequent problems.

NOVELTY/UNIQUENESS

This solution has the uniqueness that we can easily maintain customer's queries with proper answers and make them feel good. Allocation of human resources for every customer can be easily done.

SOCIAL IMPACT/CUSTOMER SATISFACTION

Customers feel good. The trust of organisations that provide customer service increases. Customer's queries can be easily solved. It reduces the stress level of customer when problem arises.

BUSINESS MODEL

Implementing this will increase the trust among the people. So, it will increase the publicity of the organisation that provides the customer services. If trust among the people increases, it will automatically increase the number of customers for their organisation. This will make the organisation make more profit than before.

SCALABILITY OF THE SOLUTION

This solution can be implemented as SaaS which is Software as a service. It can be used for a long time purpose too. But if an organisation is small, it is a little hard to get human resources allocation for customer's queries allocation. Otherwise, it is a scalable solution and good to be considered.