Ideation Phase
Brainstorm & Idea Prioritization Template

Date	27 October 2022
Team ID	PNT2022TMID17920
Project Name	Customer Care Registry
Maximum Marks	4 Marks

Step-1: The Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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Aswitha

Create Memorable Customer Experiences	Address your customer by name
Give Clients Personal,Old Fashioned Contact	Turn customer mistakes into unforgottable experience

Agnes

Reward Loyal Customers	Provide Fast,Convenient Customer Support
Respond on Social Media	Use Non-Generic Auto-Replies

Keerthana

Provide Self-Help Options	Offer 24/7 Customer Support
Make an irresistible Offer	Offer a lenient,straightforward refund policy

Aishwarya

Offer a bulletproof guarantee	Provide a trial Period
Try to offer free return shipping	Experiments with Discounts

Avantika

Make Feedback Part of Your Brand	Actively ask customers for feedback
Focus on common complaints and provide solutions	Reply to all feedback(both negative &positive)

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Group ideas

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Implement a chatbot system	Centralize data access and control with a data governance framework	Management tool that processes and catalogs customer service requests
Quick access to knowledge bases, subject matter experts and other sources of information that can help them resolve an issue.	Track your help desk operations is that you'll have accurate, comprehensive data: how long the average ticket takes to resolve, how many need to be escalated, and so on.	Keywords and language detection get the right issues to the right agents in the right way, and the agents can then respond
Have a constantly improving database of questions and answers that's immediately accessible to agents at any location	Make knowledge base accessible to agents right in their console, answers from the widest possible pool of sources are available instantly when a customer first calls.	Help desk software can support social customer service by integrating with email servers, CRM and social listening tools to treat all these requests as support tickets

Step-3: Idea Prioritization

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Prioritize

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Customer support software is a type of application meant to assist an organization's customer service team in resolving customers' issues efficiently and effectively.

Delivering high-quality customer service experience

Service Cloud is a highly scalable platform that fits your current needs and grows as your customer base expands

Before buyers decide to buy a product or service, they often research the company they are buying from. 89% of customers are more likely to make another purchase after a positive customer support experience.

Prioritizing digital investmentThe ability to easily track support tickets significantly reduces the time your customer support team spends searching for previous customer interactions.

Consumers are more demanding than ever, especially when it comes to the speed and quality of the support companies provide.

by tagging and categorizing support emails and tickets, you can assign them to the right team specialist and resolve customer issues quickly, as support teams can prioritize more pressing concerns.

When customer support software is integrated with the website, social media channels, chatbots, and other customer support channels, customers can easily send businesses a message.

Companies that are prompt with their responses and are available for customers round-the-clock are the ones with the most loyal customers.

Customer support software allows you to be there for your customers even beyond working hours with the help of automation.

Typically, customer service reps answer phone calls and reply to emails, usually only one at a time. However, this approach to customer support requires an extensive customer service department, resulting in higher support costs.

When a customer service rep receives a request they do not know how to deal with, their first step is to find out who to direct the request to.

Either they give the customer a new number to a more appropriate department or ask them to hold on while transferring their call. 60% of customers feel that long holds and wait times are the most frustrating aspects of customer support.

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)