

Project Design Phase-I
Proposed Solution Template

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| Date | 24 September 2022 |
| Team ID | PNT2022TMID53529 |
| Project Name | Customer Care Registry |
| Maximum Marks | 2 Marks |

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

| S.No. | Parameter | Description |
|-------|--|---|
| 1. | Problem Statement (Problem to be solved) | Companies today are modernizing customer care, using advanced methodologies to ensure a positive customer experience starting from the first interaction and throughout the buyer's journey. A Customer care is more than just providing great customer service. It's a proactive approach to providing information, tools, and services to customers at each point they interact with a brand. Hence ,an application is needed for processing the complaints raised by the customers |
| 2. | Idea / Solution description | A customer care Registry not only boosts customer satisfaction but also helps in improving customer loyalty. If a company neglects customer care, it can negatively impact the customer service experience. Hence, an application needs to be developed to help the customer in processing their complaints where the customers will be able to raise a ticket with a detailed description of the issue. An Agent will be assigned to the Customer to solve the problem. The admin has the main responsibility to take care of the whole process. He will be able to track the work assigned to the agent. Whenever the agent is assigned to a customer, they will be notified with an email alert. Customers can view the status of the ticket till the service is provided. The agent will quickly address the customer's issue and mitigate any effects of the negative experience. Therefore, this application adds up satisfied customers and brings in more customers to an organization. |
| 3. | Novelty / Uniqueness | With an integrative approach, the project aims in establishing an end-to-end connection between the customer and the service agent through a chat service. These chatbots can transfer customers to service agents whenever human touch is required. This can help |

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| | | businesses speed up response times and also answer routine questions. |
| 4. | Social Impact / Customer Satisfaction | Customer satisfaction is based on understanding, defining, assessing and managing customer needs so that their expectations are met. This project ensures that the policies, objectives and responsibilities of the project will satisfy the customer needs where customer service agents spend less time on routine tasks and answering commonly asked questions. |
| 5. | Business Model (Revenue Model) | This model helps in improving the efficiency and productivity of the organization as the use of chatbots can save up to 30% in customer support cost and can help businesses save on customer service costs by speeding up response times and answering up to 80% of routine questions. |
| 6. | Scalability of the Solution | This project aims at solving all the complaints faced by the customers which sequentially ensures rapid business growth. It helps in enhancing the flexibility to deliver new features faster. It helps in maintaining long-term relationships with the customers which in turn helps in increasing the operational efficiency among the organization. |