Project Design Phase-I
Proposed Solution Template

Date	19 September 2022
Team ID	PNT2022TMID31808
Project Name	Project - 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)	This Application has been developed to help the customer in processing their complaints. The customers can raise the ticket with a detailed description of the issue. An Agent will be assigned to the Customer to solve the problem. 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. . .
2.	Idea / Solution description	Customer care and customer service together help create a positive customer experience, or the overall impression a person has when interacting with your company. Both are vital, but there are subtle differences in how they are implemented.High-quality customer care is proactive. The needs of customers throughout the buyer's journey are anticipated, making customers feel supported. That, in turn, helps create an emotional connection between the customer and the company. "Address the issue within the company, Offer a solution and give options whenever possible"
3.	Novelty / Uniqueness	**Personalized :** Good customer service always starts with a human touch. Personalized interactions greatly improve customer service and let customers know that your company cares about them and their problems. Instead of thinking of service as a cost, consider it an opportunity to earn your customer's business all over again. **Convenient:** Customers want to be able to get in touch with a customer service representative through whichever channel is the most convenient for them.

		Proactive: Customers want companies to be proactive in reaching out to them. If one of your products is backordered or your website is going to experience downtime, proactively reach out to your customers and explain the problem * Patience * Emotional intelligence * Creativity and resourcefulness * Persuasion skills
4.	Social Impact / Customer Satisfaction	* Customer service employees can offer important insights about customer experiences * Proactive customer service creates marketing opportunities * Personalized customer service can improve your online conversion rate.
5.	Business Model (Revenue Model)	* Customer retention is cheaper than customer acquisition. * Customers will pay more to companies with better customer service. * Customer service grows customer lifetime value.
6.	Scalability of the Solution	* Improve our auto-replies. * Redesign your contact points * Give your team more authority