



# Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

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Need some inspiration?  
See a finished version of this template to kickstart your work.  
[Open example](#)

➔

## Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- A Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- C Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

1

## Define your problem statement

5 minutes

**PROBLEM**

Problems like extended wait times, unprepared or uninformed agents, and even tech issues like a downed or slow website can all interfere with customer satisfaction – not to mention increase employee frustration and make it difficult to empathize with clients.

2

## Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

**Yugesh**

|                                  |                                |
|----------------------------------|--------------------------------|
| It contains customer queries     | Also contains of agent details |
| It ensures customer satisfaction | It is a live dashboard         |
| Customers can increase           | High quality customer care     |

**Abhiram**

|  |  |
|--|--|
| Helps customer to understand the problem | Creates a positive customer experience |
| Resolves queries                         | Reads queries carefully                |
| Asks for star ratings                    | User's feedback                        |

**Yuvatej**

|  |  |
|--|--|
| Helps the team to understand the problem | Helps the team to understand the problem |
| Helps the team to understand the problem | Helps the team to understand the problem |
| Helps the team to understand the problem | Helps the team to understand the problem |

**Vishnu vikas**

|                           |                                   |
|---------------------------|-----------------------------------|
| Understand your customers | Create a customer-centric culture |
| Lead with empathy, always | Lead with empathy, always         |
| Lead with empathy, always | Lead with empathy, always         |

3

## Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

### Yugesh

A critical factor for ensuring customer satisfaction is providing your support teams and reps with all of the resources they need to satisfy your customers

Responding to customer feedback increases satisfaction because it shows customers that you listen to what they have to say about your business instead of simply seeing them as a name on a receipt

The easier it is for customers to get in contact with you, the higher your customer satisfaction levels will be

Customers are always looking for fast solutions, so ensuring your support teams always respond in a timely manner is crucial to satisfying that desire

Customer loyalty programs are a great way to show appreciation and ensure satisfaction by rewarding customers for continuing doing business with you

Ensuring customer satisfaction also means personalizing the service experiences customers have with your business

### Abhiram

Telling your customers how you'll help them along your journey with your business is a great way to keep them satisfied

Create Customer Care Ideas for All Channels

Personalize Your Customer Interactions and Be Proactive With Updates & Notifications

A great test that new support reps should take before getting on the phones is a product demonstration

One of the most traditional ways to train customer service teams is through a presentation

The beauty of hiring a diverse workforce is that your employees encounter unique perspectives they may not have experienced before

### Yuvatej

Problems the extended wait times, unprepared or uninformed agents, and even tech issues like a downed or slow website can all interfere with customer satisfaction and make it difficult to empathize with clients

A customer-centric culture means that every team and department works to foster a positive customer experience

Leading with empathy is a pillar of all service practice, especially customer satisfaction, as it helps you show customers that you're on their side and working to help them succeed

Creating help-desk articles that use clear and easy-to-understand language so the customer can understand instructions

Acting on customer feedback when they directly tell you their level of satisfaction with your business and provide areas of opportunity for improvement and growth

### Vishnu vikas

There are several touchpoints at which your customers will interact before, during, or after purchase. Register a complaint, record the turnaround time

Higher wait times significantly take customer satisfaction score down. It is the brand's responsibility to plan for and have support staff

Other competitors in your industry (like other similar products to yours, so there may be very few points that a customer considers when deciding between two businesses

Setting up communication is a great way to handle customer service, promotional and marketing activities, and address any customer concerns

Make customer satisfaction a part of your DNA, your company culture. Let all your initiatives and processes be driven by this common organizational goal

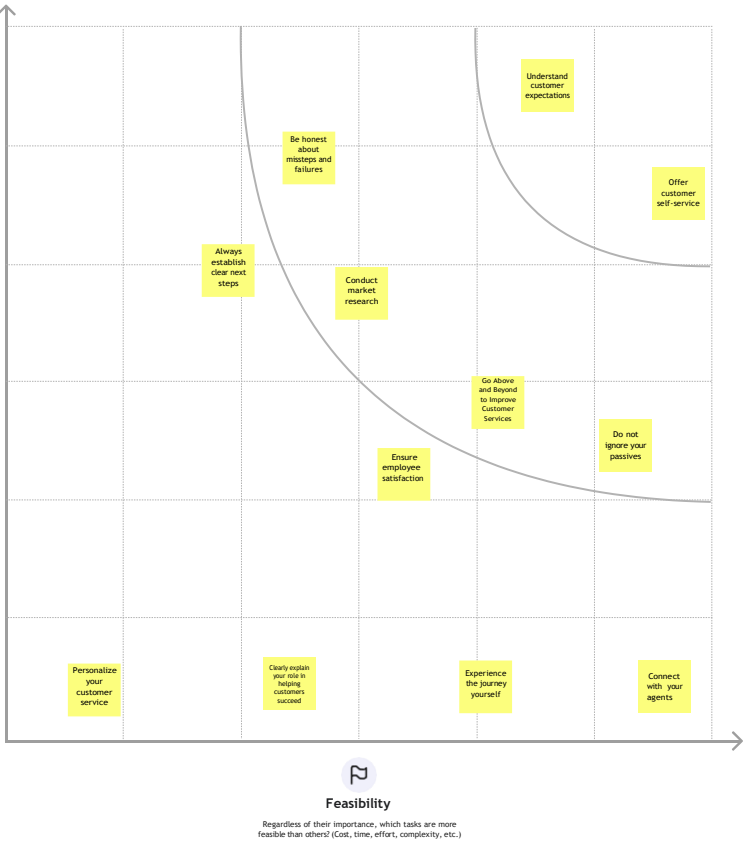
The most important strategy for ensuring customer satisfaction is understanding your customers

4

## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes



➔

## After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

### Quick add-ons

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)

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