Project Design Phase-I

Date	30/09/2022
Team ID	PNT2022TMID43046
Project Name	Project – Customer Care Registry
Maximum Marks	2 Marks

Proposed Solution ;

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	• What we currently know about each of our customers. • How helpful is this information? What else would be helpful for us to know so we can better match their needs to our products and services? • Who else has insights about our customers that could help us? For example, there may be long serving team members who have highly established customer relationships that can shed more insights. • Where do we store this information? Also consider how safe and compliant this storage of information is. • What tools do we have access to that can help us capture important customer information? For example, there are simple spreadsheets to full CRM systems that can help you capture and keep up to date this information.

3.	Novelty / Uniqueness	When we talk about the customer experience, the customer journey or putting the customer at the centre of all efforts, we usually think of terms like **omnichannel, digitisation of processes or personalisation**; this often sounds more like a business idea than a real commitment to service. That in and of itself is the first big mistake. Profitability, the pursuit of profit and success are the goals of a company. But none of these are conceivable, let alone long-term achievable, unless **the customer is at the centre of the process through a dedicated solution**.
4.	Social Impact / Customer Satisfaction	**a measurement that determines how happy customers are with a company's products, services, and capabilities**. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.
5.	Business Model (Revenue Model)	Customer Care Registry Application Website
6.	Scalability of the Solution	Great customer service can result in **positive reviews and word-of-mouth recommendations for your business that can lead to new business**. A positive public persona can strengthen the way people see your company, products or services.