Project Design Phase-I Proposed Solution Template

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| Date | 29 September 2022 |
| Team ID | PNT2022TMID50578 |
| Project Name | Project – Customer Care Registry |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

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

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | * Customer service exists to help customers with their needs and/or any problems that come up in doing business. It's the most important part of maintaining a good reputation as a business. * Think about all of the different outlets people can post negative reviews. The last thing you want as a business is to have negative reviews all over the internet or through word of mouth in your city. * Training your associates on proper ways to resolve customer complaints or problems needs to be a top priority if you are in the customer service industry. |
|  | Idea / Solution description | * Our growing retail business is looking for a skilled problem solver to join our team as a Customer Service Representative. * We need an enthusiastic individual who can listen to customer service issues and then offer a unique and innovative solution to each problem. * The successful candidate for this role will have a strong command of the company’s customer service policies, and be well-trained in product knowledge that can be critical for offering quick and accurate assistance to customers. * This may include education, previous job experience, certifications and technical skills. |

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|  | Novelty / Uniqueness | * At the Novelty Shop you will find unique products along with unique customer service. The shopping experience will be both enjoyable and exciting. * We will offer many unusual items not found elsewhere. We will constantly strive to offer new novelties and different products to our customers. * We already have established an agreement with Korean suppliers and have an agreement with a Canadian distributor that will handle all transport and customs related issues. |
|  | Social Impact / Customer Satisfaction | * Customer satisfaction goes beyond just providing good products or offering great customer service. * It is the act of making customers feel good about their purchases. It is the idea of making customers feel valued. * It is the little things that businesses do that go beyond the bare necessities of customer service. * It is making sure that customers are happy with the products they buy, the experience they have, and the way they are treated |
|  | Business Model (Revenue Model) | * In the Business Model Canvas, the Customer Relationships building block describes the type of relationships a business creates with different customer segments. * In short, these represent the set of actions a company needs to take in order to grow and maintain its customer base. * Customer relationships are designed around three major goals: customer acquisition, customer retention, and upselling. * The six most common types of customer relationships include dedicated personal assistance, personal assistance, self-service, automated services, communities, and co-creation. * One or several may exist in a single customer segment. |

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|  | Scalability of the Solution | * While attending to “customer-facing” processes is important, in the end – those are the internal processes of customer service that underlie and shape the overall customer experience you offer on the outside. * What information service agents have on a customer, * Where the bottlenecks are, * Who gets what requests and how long it process |