Project Title: Project Design Phase-I Problem Solution Fit Team ID: PNT2022TMID43073

Customer Care Registry

Customers most probably use **helpdesk**.

Pros:

1. Reasonably priced
2. Highly scalable for team of any size

Cons:

They do not understand the severity of all complaints and end up treating them all in the same way

1. Late replies for their queries
2. Complicated process to take over
3. High chance their queries may not be considered at all
4. Replies irrelevant to their queries
5. Advertisements shown

Our customers are usually above 16 years old. Ranging from college students to working adults to retired professionals. Also, reputed organizations too.



1. No proper registry
2. Lack of experts in a common place
3. Replies for queries from random persons
4. Communication lag
5. High-cost

* Simplifying the user account creation process
* Giving instant replies to the customers to their queries
* Providing expert solutions to the queries
* Assigning individual agents/experts to the customers queries
* Sending the status of the queries to the customer’s mail

1. Asking their friend’s opinions
2. Checking solutions in the online forums
3. Using helpdesk
4. Solve the issues themselves based on their own knowledge
5. Seeing reviews posted by the users in the website forums



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|  | **3. TRIGGERS TR**  What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efﬁcient solution in the news.  Overtime, they get disappointed with late and irrelevant replies and triggered to act | **10. YOUR SOLUTION SL**  If you are working on an existing business, write down your current solution ﬁrst, ﬁll in the canvas, and check how much it ﬁts reality.  If you are working on a new business proposition, then keep it blank until you ﬁll in the canvas and come up with a solution that ﬁts within customer limitations, solves a problem and matches customer behavior.   * Creating a Customer Care Registry * Simple User creation process * Customers can raise their queries to the experts * Individual agents will be assigned to each customer * Their queries will be answered earnestly * Customers can also check the status of their queries | 1. **CHANNELS of BEHAVIOUR CH**    1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.  **ONLINE**:   1. <https://www.helpdesk.com/> 2. <https://www.google.com/> 3. <https://www.quora.com/>   **OFFLINE:**   1. Asking friends and colleagues 2. Take actions themselves |  |
| **4. EMOTIONS: BEFORE / AFTER EM**  How do customers feel when they face a problem or a job and afterwards?  i.e. lost, insecure > conﬁdent, in control - use it in your communication strategy & design.   * Disappointed - after they do not get instant replies for their queries * Dejected - when they get irrelevant replies even after waiting for a long time |