

## IDEATION PHASE

### BRAINSTORM & IDEA PRIORTIZATION

Date	10 October 2022
Team Id	PNT2022TMID29528
Project Name	Customer Care Registry
Maximum Marks	4 marks

#### Step 1: Team Gathering, Collaboration and Select the Problem Statement

1

Define your problem statement

*Problems on customer care registry*

🕒 5 minutes

*Customers have been decreased significantly over the past few years .*

*dealing with angry customer*

*transferring customer calls.*

*customer complains are increased*

## Step 2: Brainstorm, Idea Listening, and Grouping

2

### Brainstorm

*Ideas to overcome the problem.*

🕒 10 minutes

#### ILAKKIYA

track complaints using help desk software	leverage the latest technology	builds customer confidence
meeting customer expectation	direct the customer to right path	keeps crisis management in mind

#### NIHA AMREEN

promise only what you can deliver	efficiently handle all aspects	promote customer satisfaction
customer engagement software	layout a plan to address the situation	build a customer journey map

#### PREETHA

deliver omni channel support	acknowledge the customer's questions	explain the problem in simple terms
chats to be answered	detailing every touchpoint	allow access to chatbot, livechat

#### PRAVEENA

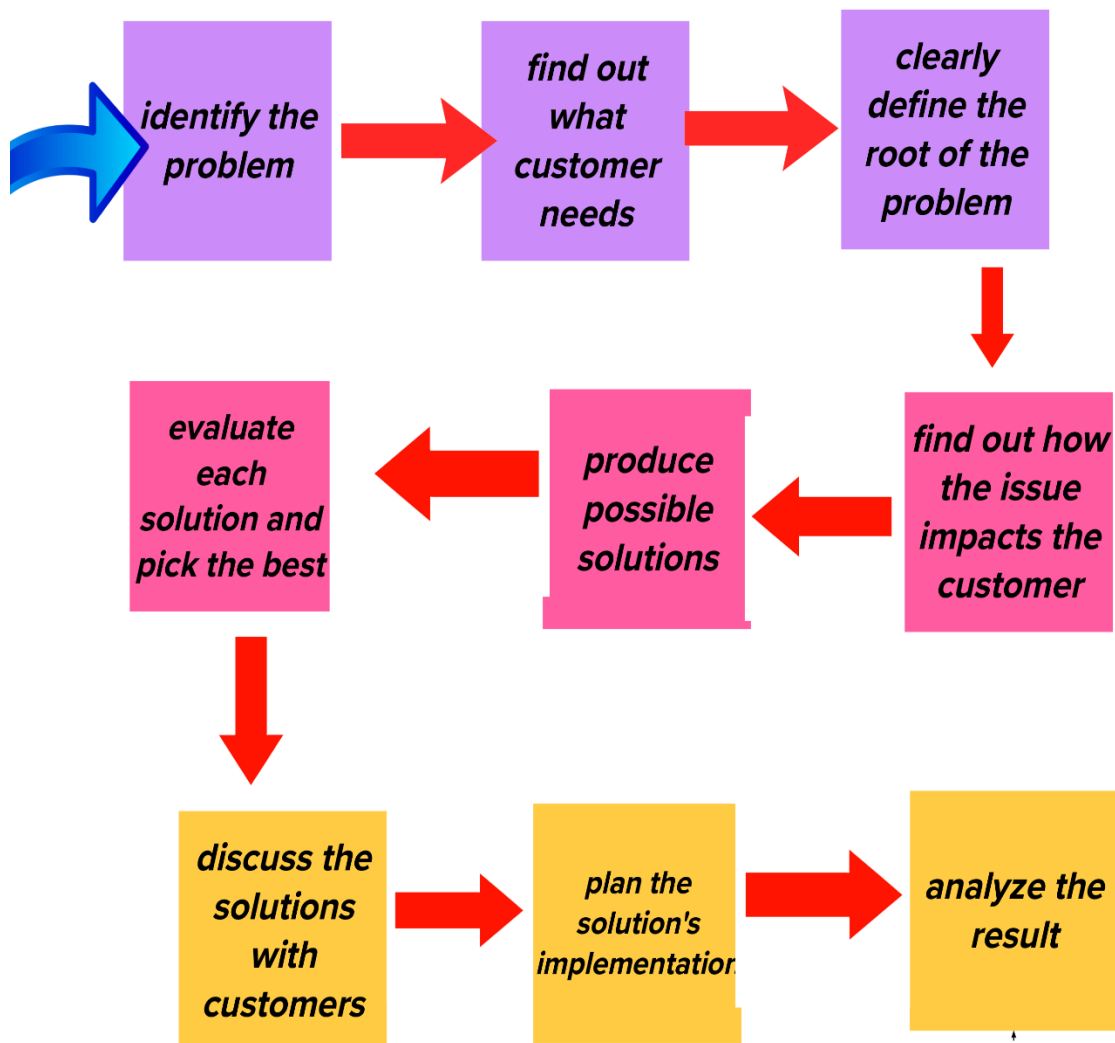
HEARD technique	handle crises and escalation	solve customer problem as fast as
build workflow	focus on the small things	collect customer feedback

3

## Group ideas

*Build informal connections with peers*

🕒 20 minutes



## The six pillars of Customer Service



## Step 3:Idea Priortization

4

Prioritize

*Idea priortization*

🕒 20 minutes

