

# CUSTOMER CARE REGISTRY

PROBLEM-SOLUTION FIT

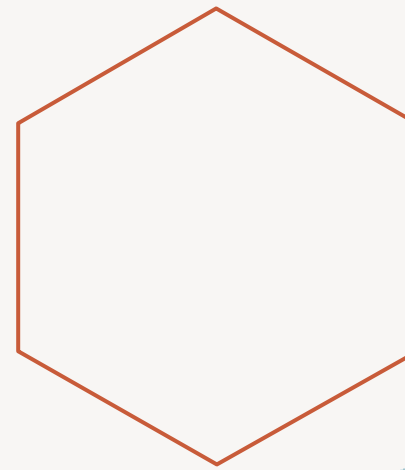


## TEAM DETAILS:

**Team Name** : PNT2022TMID6076  
**College Name** : University Engineering College  
**Department** : Computer Science & Engineering

## PROBLEM MEMBERS :

- ☐ T.ABARNA
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## PROJECT DESIGN PHASE –I

### PROPOSED SOLUTION

|               |                        |
|---------------|------------------------|
| DATE          | 03 NOV 2022            |
| TEAM ID       | PNT2022TMID46076       |
| PROJECT NAME  | CUSTOMER CARE REGISTRY |
| MAXIMUM MARKS | 5Marks                 |

# PROJECT DESIGN PHASE –I (PROBLEM-SOLUTION FIT)

## Problem-Solution fit canvas 2.0

|   |   |   |  |             |
|---|---|---|--|-------------|
| Define CS, fit into   | <b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span><br>Who is your customer?<br><br>1) Customers who are not able to solve them<br>Own complaints of what they are facing.<br>2) Customers who do not know the solution of their<br>questions they get.   | <b>6. CUSTOMER</b> <span>CC</span><br>What constraints prevent your customers from <u>taking action</u> or limit their choices<br>of solutions? <u>i.e.</u> spending power, budget, no cash, network connection, available devices.<br><br>1) This application will be supported by almost all<br>the devices.<br>2) The solution we propose will have an alert via<br>email feature, <u>if</u> expense exceed the given limit.<br>3) This solution also provides insights in a<br>graphical way. | <b>5. AVAILABLE SOLUTIONS</b> <span>AS</span><br>Which solutions are available to the customers when they face the problem<br>or need to get the job done? What have they tried in the past? What pros & cons do<br>these solutions have? <u>i.e.</u> pen and paper is an alternative to digital notetaking<br><br>1) By reading the guidelines properly.<br>2) offer a solution and give options whenever<br>possible.<br>3) Address to issue within the company.<br>4) By communicating properly | Explore AS, |
|   | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span><br>Which jobs-to-be-done (or problems) do you address for your customers?<br>There could be more than one; explore different sides.<br><br>1) The application <u>allow</u> the customers to find the<br>solution for their queries.<br>2) They <u>will</u> able to categorize their expenses.<br>3) They will be also given option for the general<br><u>questions</u> .<br>4) They also get the free solution where we provide<br>our agents.  | <b>9. PROBLEM ROOT CAUSE</b> <span>RC</span><br>What is the real reason that this problem exists?<br>What is the back story behind the need to do this job?<br><u>i.e.</u> customers have to do it because of the change in regulations.<br><br>1) Lot of customers don't know the guidelines for<br>their problems.<br>2) Some customers have of lack of <u>knowledge</u> .<br>3) Not knowing the answer to a question.<br>4) not reading the guidelines properly                                | <b>7. BEHAVIOUR</b> <span>BE</span><br>What does your customer do to address the problem and get the job done?<br><u>i.e.</u> directly related: find the right solar panel installer, calculate usage and benefits;<br>indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)   |             |
| <b>3. TRIGGERS</b> <span>TR</span><br>What triggers customers to act? <u>i.e.</u> seeing their <u>neighbour</u> installing<br>solar panels, reading about a more efficient solution in the news.<br><br>1) Customers can know to solve their solutions.                                   | <b>10. YOUR SOLUTION</b> <span>SL</span><br>If you are working on an existing business, write down your current solution first,<br>fill in the canvas, and check how much it fits reality.<br>If you are working on a new business proposition, then keep it blank until you fill in<br>the canvas and come up with a solution that fits within customer limitations,<br>solves a problem and matches customer <u>behaviour</u> .<br><br>1) To design a personal help desk using flask.<br>2) To provide insights on their queries in a<br>graphical way. | <b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span><br><b>8.1 ONLINE</b><br>What kind of actions do customers take online? Extract online channels from #7<br><br>1) All their data are secured and being updated to<br>cloud storage<br><br><b>8.2 OFFLINE</b><br>What kind of actions do customers take offline? Extract offline channels from #7<br>and use them for customer development.<br><br>1) Make sure they find the best solutions for their<br>complaints.                               | Extract online & offline CH of BE  |             |
| <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span><br>How do customers feel when they face a problem or a job and afterwards?<br><u>i.e.</u> lost, insecure > confident, in control - use it in your communication strategy & design.<br><br>1) Customers can get the from the help desk. |   |   |  |             |



**Thank you**