Ideation Phase
Customer Care Registry

Date	02 October 2022
TEAM ID :	PNT2022TMID31114
Project Name	Customer Care Registry
Maximum Marks	4 Marks

Brainstorm & Idea:

1. Implement support ticket tagging automation using AI.

The customer raises the problem in the websites. To get support ticket insights, you can manually analyze all your customer service channels and consolidate them under one roof. But it's frustratingly time-consuming and manual ticket tagging leaves room for human error and discrepancies. If you use multiple people on your team to tag tickets, it becomes ever harder to train agents to understand tickets and tag them in a uniform way. Using AI powered ticket tagging platform, we can track the topic and sentiment of every email, chat, review and survey in real-time. Our AI automatically tagged all qualitative text under different segments and sub segments, the 'rising topics' are then distributed every day to other department leads.

2. Implement a website-based Chabot system.

Okay, we aren't bringing something totally innovative to the conversation here...but if you don't have a live chat with a degree of automation, you need to experiment with it. If you are on a website for the first and the third reason, a live chat would be a great aggregator in helping you solve your problems.

3. Create a knowledge base or a self-service hub.

Creating a knowledge-based shows your customers you care and reduce support ticket volume. A knowledge base is a collection of resources about your product/services. Providing the right details at the right time is part of a great customer experience. Knowledge bases allow your customers to access the right information to solve their own problems and queries. For you, a knowledge base works particularly well because they reduce the effort your team puts in to those frequent queries. Analyze your support tickets to work out what those easy-to answer, repetitive questions are and write a short article to address the problem.

Reference:
https://app.mural.co/invitation/mural/ibm5491/1664041851382?sender=u2c4be893618385e8
f6b05382&key=f8ac3bbd-ff36-4e94-b8d3-d87487b15602

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

Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- **10 minutes** to prepare
- **1 hour** to collaborate
- **2-8 people** recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⏱ 10 minutes

A. **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B. **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C. **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1 Define your problem statement

Solving the complaints of the customer through live chat.

⏱ 5 minutes

PROBLEM
We know the customer complaints through tickets in the websites.

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

ASHWINI A
Implement support ticket tagging automation using AI.

MONISHA L
Implement a website-based Chabot system.

AKILA T
Implementing a website based one on one Chat Forum.

KIRUTHIKA P
Create a knowledge base or a self-service hub.

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

Expand your customer service channels

Tackle data silos by automating distribution of support ticket insights

Step-3: Idea Prioritization

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Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Implement support ticket tagging automation using AI.

Implementing a website based one on one Chat Forum.

Implement a website-based Chabot system.

Create a knowledge base or a self-service hub.

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)