

IDEATION PHASE

BRAINSTORM & IDEA PRIORTIZATION

Date	20 October 2022
Team Id	PNT2022TMID09747
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

PERIYASAMY V

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

SHEEBA SHERIN A

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

SUBASH R

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

KALAIVANI G

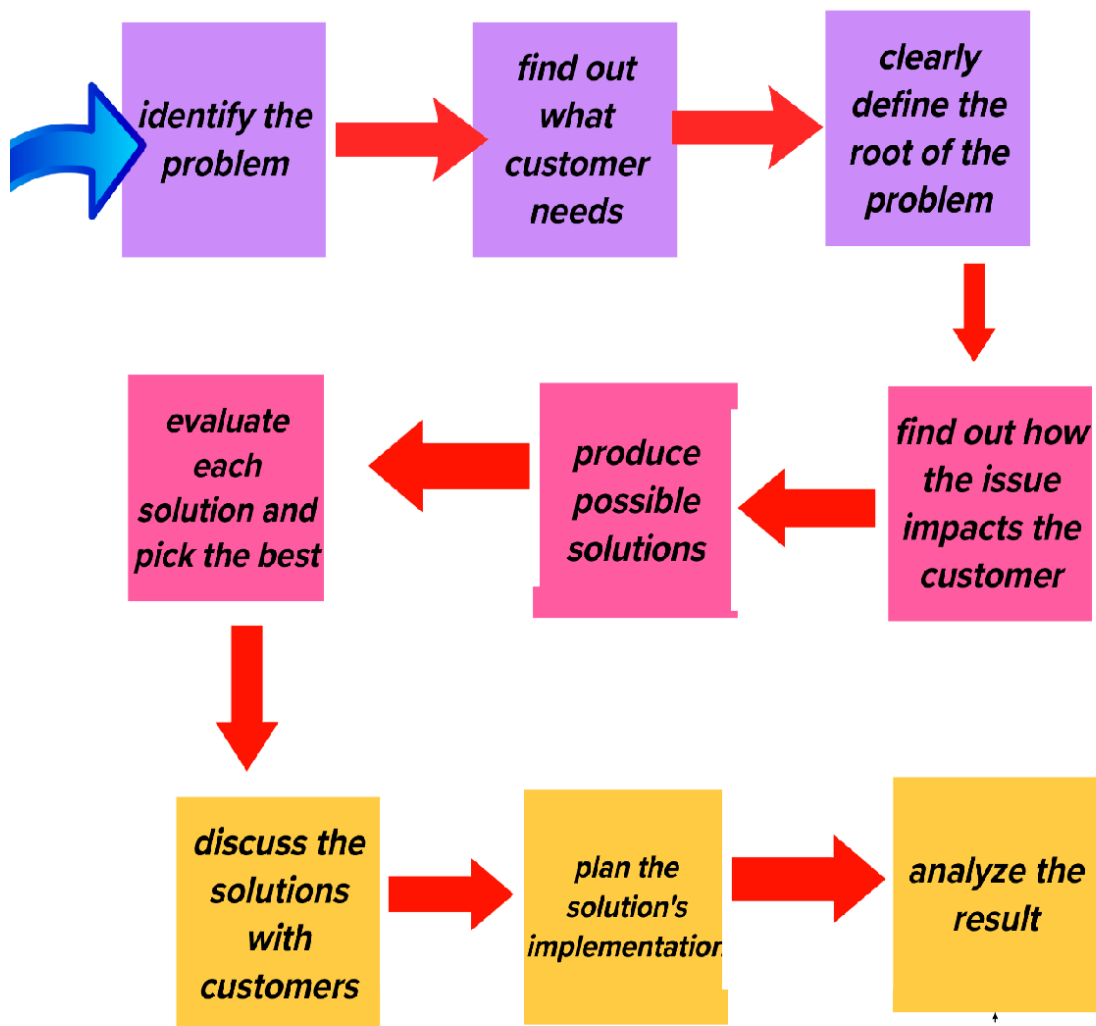
HEARD technique	handle crises and escalation	solve customer problem as fast as
build workflow	focus on the small things	collect customer feedback

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



*identify the
problem*

*acknowledge
the
customer's
questions*

*find out
what
customer
needs*



*plan the
solution*



*find out how
the issue
impacts the
customer*



*analyze the
result*

