

Ideation Phase Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID05042
Project Name	Customer Care Registry
Team Leader	Pravin Kumar R
Team Members	Ponanbalagan S Murali Krishna K Sankar K
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:


Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Customer Care Registry:



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

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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

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM


How might we as a customer be a user who needs an intermediary agent to solve their problem while using online banking and a commerce website. So we developed customer case registration system to provide better service. User needs a way to register their complaints so that they get a perfect solution



Key rules of brainstorming

To run a smooth and productive session

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



Need some inspiration?

See a finished version of this template to inspire your work.

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

TIP
You can select a sticky note and tap the pencil (switch to sketch), can't to start drawing!

PRAVIN KUMAR

customer registration helps your business to understand how to reach customers	It provides chat boxes	Collect all through Email	Provide self help options	Store all the complaint details in Database	Store all the complaint details in paper document
Customer satisfaction can increase	Also improve customer loyalty	High quality customer care	Set assignment rules to assign tickets	Edit user profile	Offer fast support
Call the customer to solve issue	Return the solution via SMS	It ensures customer satisfaction	Short list the problem	Give the solution in the webpage	It contains customer queries

PONANBALAGAN

Collect all the complaint at desktop	Collect all the complaint through Postal system	Ask money to solve the problem	Give solution through Email	No need to store the complaints	Maintain a team to solve the issue
Resolve queries	Read queries carefully	Allocation of agents	Asking for stars/ rates	User's feedback	Respond quickly
UI Cross Platform Support	Get Customer Problems as Tickets	Filter the tickets to remove spam messages	Provide chatbot assistance	Generate Performance report	Allowing Admin to add/remove agents

MURALI KRISHNA

Improve the service by getting more details about the problem	Listen and respond to customer reviews	Reduce waiting Time	Allow social media interaction	Being ready to solve an existing problem	Add reminder and get notify
Categorize the issue based on their types	24/7 Service is provided	Master the Best Customer Service by giving loyal customers to a VIP rate	Offer Great Customer Service by giving customers first access to certain	Take your customer service to the next level with video email responses	Customer Service Idea To Try Out: Sending holiday or birthday cards
Make your customer service fun and playful	Improve your customer service by fixing the issue with the most complaints	Report customer pictures on your social media accounts	Teach customers something new	Automate your customer service with a loyalty program	Trusted service

SANKAR

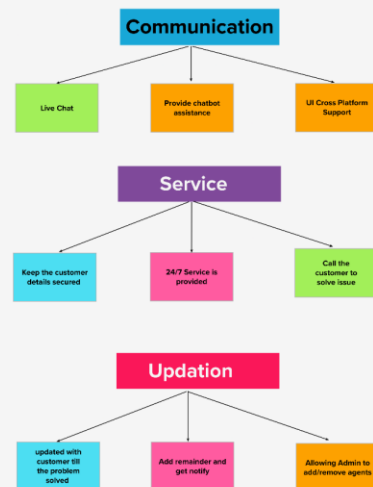
Receiving customer details and request	Get the Product Details	updated with customer till the problem solved	Keep the customer details secured	Customer satisfaction enhancement	Positive impact
Understand your customers	Create a customer-centric culture	Put yourself in the customer's shoes	Lead with empathy always	Give your support teams everything they need to succeed	Respond to customer reviews
Make it easy for customers to get in contact with your business	Tracking and analysis the details	Collect all the Complaint through Telephone calls	Assign Time limit to solve	Improved customer communication	Best Customer Service and solutions

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 can break it up into smaller sub-groups.

20 minutes



Step-3: Idea Prioritization

4

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



5

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

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