

# CUSTOMER CARE REGISTRY

**BRAINSTORM & IDEA  
PRIORITIZATION**



## TEAM DETAILS

**TEAM ID** : PNT2022TMID05326  
**College Name** : PSNA college of engineering & technology  
**Department** : Electronics & Communication Engineering



# TEAM MEMBERS

**SATHEESH  
PERIYANAN R**  
TEAM MEMBER


**ROBIN SINGH D**  
TEAM MEMBER

**RIYAAS  
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TEAM MEMBER

**SHAMIM AHAMED J**  
TEAM LEAD

# BRAINSTORM & IDEA PRIORITIZATION

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**

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 can solve the issue given by the customer?

2

**Key rules of brainstorming**

To run a smooth and productive session

➔ Stay in topic.

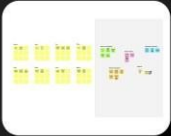
💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.



**Need some inspiration?**

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

Open example ➔

Brainstorm & idea prioritization

# BRAINSTORM & IDEA PRIORITIZATION

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 hit the pencil (switch to sketch) icon to start drawing!

RAJKIRAN S S

User Feedback

Filteration based on services

Providing services on time

Customer Privacy

Providing Chatbox

Asking for Rating

Solution to Customer

SRIGOVINDH

Customer Satisfaction

Deals with problem quickly

Listen Carefully to the queries

Tracking of Services

Filteration Based on details

Allocating Agent

KAMALESUWARAN D

Deals with problem quickly

Email Notification

Customer Satisfaction

Providing service details

Customer Queries

Agent details

Live chatbox

GURURAJAN

Notifying customer

Solution for Customer issues

Security

Checking customer needs

Live chat

Providing Chatbox

3

**Group ideas**  
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

CUSTOMER

Solution for customer needs

Notifying Customer

Providing Chatbox

Providing service on Time

Solution to Customer

Deals with problem quickly

Customer Queries

CHATBOX

Live chat

Providing chatbox

FEEDBACKS

Customer Satisfaction

User Feedback

Asking for Rating

INFORMATION

Email Notification

Listen Carefully to the queries

SECURITY

Security

Customer Privacy

SERVICES

Providing services on time

Filteration based on services

Allocating Agent

Tracking of Services

Agent details

Providing service details

Customer Queries

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Brainstorm & idea prioritization

# BRAINSTORM & 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

📌

Importance

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

📌

Feasibility

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

📌

Customer response

📌

Deals with the problem quickly

📌

Providing the service on time

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

➔

**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 →

📌

Share template feedback

→

→

→

Brainstorm & idea prioritization

6



**Thank you**