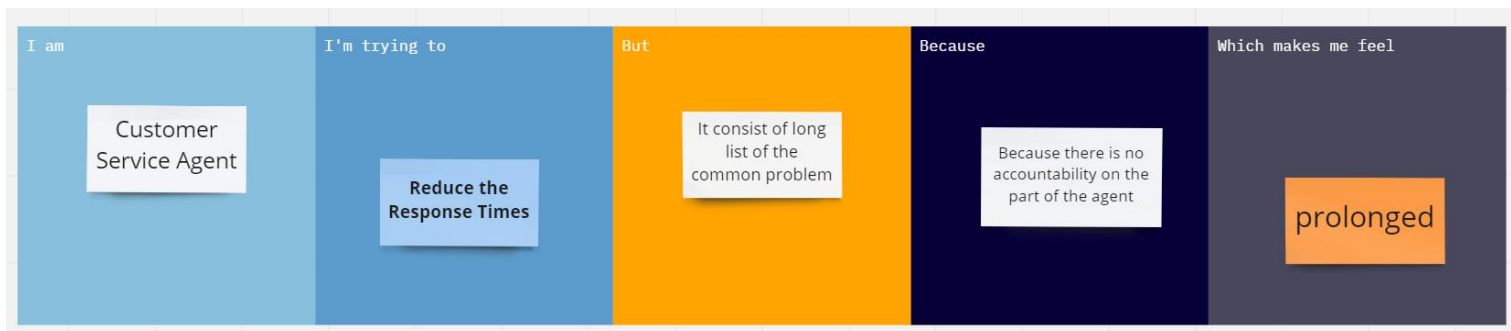


Ideation Phase

Define the Problem Statements

Date	18 October 2022
Team ID	PNT2022TMID24347
Project Name	Customer Care Registry
Maximum Marks	2 Marks

Resolving the Response times and usually repeated customer's questions and queries in an efficient time. Customer care and customer service together help create a positive customer experience, or the overall impression of a person when interacting with companies. The needs of customers throughout the buyer's journey are anticipated, making customers feel supported. That, in turn, helps create an emotional connection between the customer and the company. It also increases trust in products of the customer towards the organization and further a good relationship is established.



Problem Statement (PS)	I am (Customer)	I am trying to	But	Because	Which makes me feel
PS-1	Customer Care Agent	Reduce the response time	It consist of long list of the common problem	there is no accountability on the part of the agent if response times have been really prolonged	Prolonged/ Disappoint ment
PS-2	Customer Care Agent	Fulfill the lack of Customer Centricity	Fail to place the customer at the core of your business, eventually, everything starts falling apart	Little opportunities to develop the business as a customer-centric organization and this emotion percolates right to the depths of the customer service department	Disastrous