

CUSTOMER CARE REGISTRY

BRAINSTORM & IDEA
PRIORITIZATION



TEAM DETAILS:

Team No : PNT2022TMID30977
College Name : Gnanamani College of Technology
Department : Computer Science & Engineering

PROBLEM MEMBERS :

Chandru.S

Gokul.S

Jagadheeswaran.S

Kartheepan.U.V



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

Share template feedback

Need some inspiration? See a finished version of this template to kickstart your work. Open example →

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

Team gathering

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

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

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?

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.

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

The figure shows a prioritization matrix grid with 'Importance' on the vertical axis and 'Feasibility' on the horizontal axis. A diagonal line from the top-left to the bottom-right separates the 'Important and Feasible' quadrant from the 'Important but Not Feasible' quadrant. Three sticky notes are placed on the grid:

- A blue sticky note labeled "CUSTOMER FEEDBACK" is positioned in the top-left quadrant (Importance high, Feasibility high).
- A yellow sticky note labeled "Deals with the problem quickly" is positioned in the middle-right quadrant (Importance medium, Feasibility high).
- An orange sticky note labeled "Providing the service on time" is positioned in the bottom-right quadrant (Importance low, Feasibility high).

Importance
If each of these tasks could get done with any difficulty or cost, which would have the most positive impact?

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

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

The diagram illustrates a process flow through four stages:

- Initial state: A grid with a single blue sticky note.
- Intermediate state: The grid has several blue sticky notes scattered across it.
- Intermediate state: The grid has several blue sticky notes with blue arrows pointing towards the top-right corner.
- Final state: The grid is filled with many yellow sticky notes, indicating a high volume of prioritized ideas.

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 →](#)

[Share template feedback](#)

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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	Filtration 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	Filtration 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	Use 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 and 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
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FEEDBACKS

Customer Satisfaction	User Feedback	Asking for Rating
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INFORMATION

Email notification	Listen Carefully to the queries
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SECURITY

Security	Customer Privacy
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SERVICES

Providing services on time	Filtration based on services	Allocating Agent	Tracking of Services	Agent details	Providing service details	Customer Queries
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The diagram illustrates the process of idea clustering. It starts with two separate clusters of yellow sticky notes. An arrow points to a third cluster where the notes have been combined into a single, larger cluster. A second arrow points to a fourth cluster where the notes are further refined into a more organized structure, with some notes having arrows pointing to them, indicating they are being developed or prioritized.



Thank you