Project Design Phase-I Proposed Solution Template

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| Date | 19 May 2023 |
| Team ID | NM2023TMID07991 |
| Project Name | **The IssueTracker: A Reliable Complaint Management System for Improved Customer Service** |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
| 1. | Problem Statement (Problem to be solved) | The current complaint management process lacks efficiency and effectiveness, leading to delayed response times, unresolved issues, and a dissatisfying customer experience. There is a need for a system issue tracker complaint management solution to address |
| 2. | Idea / Solution description | The proposed system issue tracker complaint management solution aims to address the aforementioned problems by introducing an efficient and streamlined process for handling customer complaints. |
| 3. | Novelty / Uniqueness | The novelty and uniqueness of the system issue tracker complaint management lie in its ability to provide a comprehensive and efficient solution to handle customer complaints. Here are some key aspects that make it novel and unique. The system supports multiple channels for complaint submission, such as a web portal, email, and phone. This flexibility accommodates customers' preferences and ensures convenience in submitting complaints. |

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| 4. | Social Impact / Customer Satisfaction | By providing a streamlined and efficient complaint management process, the system ensures that customer complaints are addressed promptly and effectively. This leads to increased customer satisfaction and loyalty, as customers feel valued and heard. |
| 5. | Business Model (Revenue Model) | Offer the system as a software product that can be licensed to businesses on a subscription basis. Pricing can be based on the number of users, features, or complaint volume. Provide customization services to tailor the system to meet the specific needs of individual businesses. Integration services can be offered to integrate the system with existing customer relationship management (CRM) or ticketing systems. Offer ongoing technical support and maintenance services to ensure the smooth operation of the system. This can be provided through various support tiers or as part of the subscription package. |
| 6. | Scalability of the Solution | The scalability of the issue tracker complaint management system is crucial to ensure its ability to handle increasing volumes of complaints and support growing businesses. Here are some considerations. Design the system to be deployed on scalable infrastructure, such as cloud-based platforms. This allows for automatic scaling of computing resources based on demand, ensuring that the system can handle increased loads without performance degradation. Employ efficient database management techniques to handle large volumes of complaint data. Implement indexing, caching, and partitioning strategies to optimize data retrieval and storage. |