Empathy Map

The issue tracker: A reliable complaint management system for improved customer service.

ID

**Team ID: NM2023TMID07991**

Customers say that the current complaint management system is inefficient. frustrating.

Customers express their dissatisfaction with the lack of response

resolution for their complaints.

Customers mention their expectations of a reliable complaint management system

Customers discuss their frustrations with the difficulty of tracking the progress of their complaints.

Customers may feel frustrated and annoyed when their complaints are not acknowledged or resolved promptly.

Customers may feel helpless and powerless when they are unable to track the progress of their complaints.

# The issue tracker: A reliable complaint management system for improved customer service

Customers see the current complaint management system as disorganized and lacking transparency.

Customers see long response times and delays in resolving their complaints.

Customers see social media posts and reviews highlighting the company's poor complaint management system.

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Customers feel a lack of control and information regarding the progress of their complaints. Customers feel dissatisfied with the overall customer service experience due to the inefficient complaint management system.

Customers want to feel empowered and in control of their complaints.

Customers expect an improved customer service experience, leading to increased loyalty and satisfaction.

By considering the insights from the empathy map, the company can develop

implement an issue tracker system that addresses

The pain points of customers and fulfills their desired gains.

This would result in an improved complaint management process and enhanced customer service overall.

Customers need a user-friendly platform to submit their complaints easily.

Customers need clear communication channels to reach out to the company and receive updates on their complaints.

Customers need a system that categorizes and prioritizes complaints based on their urgency and severity.

Customers need a resolution for their complaints that is fair, timely, and satisfactory.

Customers want their complaints to be resolved quickly and effectively.

Customers may be reluctant to provide detailed information about their complaints if they are concerned about their privacy and data security.

Recommendations from friends, family, or colleagues about the effectiveness of the complaint management process can impact customers' decision to engage with it.

Customers appreciate receiving timely acknowledgment of their complaints, even if a resolution is not immediate.