



PM SCHOOL



In association with
BizTech, IIM Lucknow presents
Innovate: PM Case Challenge 2021

You've joined Google Pay as a Product Manager. On the day of joining, you get an email from the CEO.

Hey there,

At Google, we want to create a customer centric culture, where customer experience comes first and foremost. To kickstart this, for the first time, we have decided to create a customer success team (CX Team) with the objective of improving customer satisfaction and experience of Google Pay.

You as a PM is responsible for

- 1. Enabling this team to interact with users who can come to us through several different channels*
- 2. Enabling this team to interact with internal departments to provide query resolutions they won't be able*
- 3. Customer communication in the whole query resolution lifecycle*
- 4. Optimise bandwidth of the CX team so that we serve more with less*

Looking forward to a detailed plan next week.

Cheers!

1. Provide a detailed roadmap/flowchart to implement this support system
2. What tools and technologies will be used and where would each of them fit into the whole system?
3. Provide wireframes for both user facing Google Pay app and internal portals for stakeholders
4. What metrics would you define to calculate the customer satisfaction and performance of the CX team?
5. Press release announcing the same

Please note that the problem quoted is completely hypothetical in nature. Please submit your attempt in not more than 10 slides in PDF format only. Please use the naming convention - "TeamName.pdf"