**ICG Assignment 1**

**Described problem: Communication with customers.**

* We found problems such as the communication between the enterprise and the customers. This problem will enable us to point out all the possible solutions available that will make communication and the relationship between the two parties more trustworthy and more reliable. Meaning the customers will be able trust the organization and its products/ services and the organization can rely on the support it is getting from its potential customers.

**Solution to the described problem**

* To improve communication between an organization and its customers, the principles of customer care should be evaluated. Examples of this would be to improve the customer experience as they browse through the application. Simple bug fixes and regular updates to the application through problems faced by the customers would improve the communication between the organization and its customers.
* You can create a platform that is used by all your customers. So, when they register with your firm, they are automatically added to the group of customers under your supervision this means every supervisor will have his or her own group containing the clients that have been given to them where the customers can communicate with each other and at the same time supervisor being able to all the clients assigned to him or her. For reviews we can also setup a customer care service which could help them in terms of delivery and purchases and the customer can add comments to the E-post or through any other communication line that the organization has made available to its customers and everyone that has an effect to its business-related queries.
* In this section, more emphasis goes to the customer contact center. This is a system in the platform which will aid all pending queries which the customers who may be in need to guidance. The contact center will be always available running a 24-hour system, this will be made possible by the aid of a programmable bot which will contain frequently asked question (FAQ) and will answer backed to customers with all the possible solutions. If the bot becomes unable to offer the necessary help to customers, an employee will be summoned during working hours to assist customers.
* We made sure that the platform is easy to use and offers a seamless experience to the customers as these two aspects improve the users experience, it also makes the platform a favorite among users as they have an easier and faster user experience which most customers have a desire for.
* The platform will be made in such a way that users are not cluttered with unnecessary information and tools, and rather are introduced to a minimalistic platform which offers users to get all they need and get an in-and-out vibe. This is made possible by having a minimal number of ads and other links leading users to websites they do not have an interest in.

Reference

All information mentioned above is the original content of the group members.