

PROBLEM STATEMENT

WEB/APP DEVELOPMENT

TITLE : HELP DESK MODULE ALSO KNOWN AS TICKETING SYSTEM

CREATE A WEB APP (PREFERRED MERN STACK) TO MAKE HELPDESK SUPPORT SYSTEM. HELPDESK IS WHERE PEOPLE IN AN ORGANISATION RAISE REQUESTS/QUERIES/COMPLAINS AND AS HELPDESK TEAM YOU CATER TO THEM. CREATE DIFFERENT LOGINS FOR EMPLOYEE AND FOR HELPDESK ADMIN, ALSO CREATE HEIRARCHY FOR HELPDESK SO THAT A TICKET WHEN RAISED FROM THE EMPLOYEE END GOES TO A PARTICULAR PERSON AND IF NOT RESOLVED IN A GIVEN TAT (TURN AROUND TIME), IT SHOULD THEN AUTOMATICALLY BE RAISED TO THE PERSON ABOVE THEM IN THE HIERARCHY OF THE ORGANISATION. CREATE A DASHBOARD FOR HELPDESK ADMIN TO VIEW TOTAL NUMBER OF TICKETS, AND THEIR STATUS, PRIORITY, AND OTHER RELATED INFORMATION.

DO LOOK UP HELPDESK RELATED PRODUCTS THAT ARE ALREADY PRESENT IN THE MARKET AND CREATE A COMPETITIVE PRODUCT WITH DYNAMIC FEATURES.

PROBLEM STATEMENT

AI/ML

MANAGING AN INCREASING NUMBER OF ONLINE CUSTOMER INTERACTIONS HAS BECOME A PAIN POINT FOR MOST BUSINESSES. IT IS BECAUSE THEY SIMPLY DON'T HAVE THE CUSTOMER SUPPORT STAFF AVAILABLE TO DEAL WITH THE SHEER NUMBER OF INQUIRIES THEY RECEIVE DAILY.

IMPROVING THE UX BECOMES A GREAT DEAL IN THESE SCENARIOS AND ML CAN HELP ACHIEVE THAT. WITH THE HELP OF ML, WE CAN TRACK AND EVALUATE A VAST ARRAY OF CRUCIAL UX METRICS, SUCH AS:

DEVICE USERS ARE ON WHEN THEY VISIT A WEBSITE

LOCATION OF USERS

SESSION TIME

SESSION LENGTH

PAGES VISITED

CATEGORIES/PRODUCTS VIEWED

BOUNCE RATES

EXIT PAGES

USER FLOW

TOGETHER, THESE KEY METRICS HELP US DEVELOP A CLEAR PICTURE OF USER BEHAVIORS AND INTERESTS AND GUIDE THEM ACCORDINGLY THROUGH THE WEBSITE. IN ADDITION TO THIS, EMOTION LEARNING THROUGH FACIAL RECOGNITION COULD BE USED TO ANALYZE VARIOUS EMOTIONAL RESPONSES TO DIFFERENT ELEMENTS OF A BRAND'S WEBSITE, PRODUCTS, AND MARKETING CONTENT. BUSINESSES CAN LEVERAGE THESE INSIGHTS TO OPTIMIZE THEIR MARKETING STRATEGIES BY IDENTIFYING DESIGNS AND CONTENT THAT SHOW MORE PROMISE FOR ENGAGEMENT. CHATBOTS COULD HELP KNOWING THE ACTIVE CUSTOMER INSIGHTS/COMPLAINTS AND RESOLVE THEM AND IT COULD BE FURTHER BROKEN DOWN INTO INFORMATION WHICH HELPS FIXING SOME DESIGN/INFORMATIONAL ELEMENTS OF THE BUSINESS WEBSITE. THIS APPLICATION OF MACHINE LEARNING ENABLES COMPANIES TO AUTOMATE ROUTINE AND DESIGN RELATED TASKS IN AN EFFICIENT MANNER, FREEING UP THEIR EMPLOYEES TO MANAGE MORE HIGH-LEVEL CUSTOMER SERVICE AND INSIGHTS TASKS.

DO LOOK UP SUCH RELATED PRODUCTS THAT ARE ALREADY PRESENT IN THE MARKET AND CREATE A COMPETITIVE PRODUCT WITH DYNAMIC FEATURES.