

Story: Customer Case Management Solution

Companies that sell products to end customers usually provide support via phone and / or e-mail. A software solution can help to efficiently handle and keep track of support cases, like customer inquiries or complaints.

The software is basically usable by any company that sells products to end. The main focus is large companies though, which sell their products online, in brand stores or also via retailers. The software solution is especially helpful for large numbers of customer support cases (e.g. > 1000 per day) that are handled by dedicated support team members.

To efficiently handle large numbers of requests, the software will be divided into several apps for different roles and tasks in the process. The apps will serve purposes like the “Initial Classification” of requests, “Manage Escalations”, “Approve Claims” etc.



Name: Isabella Hernández

Background: 38yrs old; Married; No academic degree; 10 years with the company; team lead of 8 support team members; no travel; speaks perfect English and Spanish

Job Title / Role: Senior Support Specialist

"For me, I would like to ..."
... efficiently handle critical support cases and ensure the happiness of our customers.

JOB RESPONSIBILITIES
Main tasks and frequency:
• Work on critical support cases
• Assist team members who do not have the necessary experience yet
• Make decisions with financial impact (e.g. replacements, reimbursements, gifts to the customer)
• Report customer statistics to management
• Assess performance of team members

MAIN GOALS
• Increase throughput (handle more cases per time)
• Reduce number of escalations
• Increase customer satisfaction
• Save cost

PAIN POINTS
• Missing insight into critical cases / escalations
• Focus on cases with highest priority
• Insufficient collaboration between involved departments

NEEDS
• I need to know the current status about critical support cases
• I need to be able to communicate directly with the customer
• I need to forward cases to other persons

STAKEHOLDERS
Main persons in contact during work:
Team Members, Customers

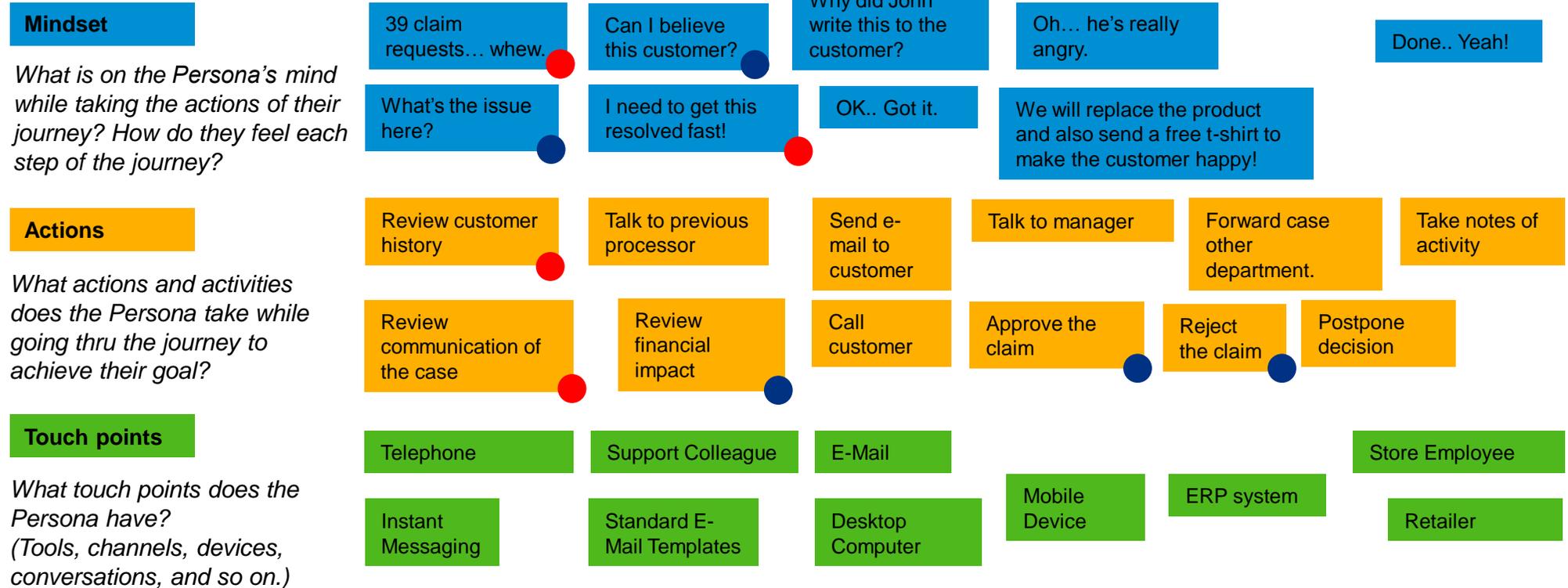
COMPETENCIES table with rows: Casual User, Proactive, Work in team, Global focus, Innovative and Power User, Reactive, Lone Fighter, Local focus, Conservative. Includes blue 'X' markers indicating skill levels.

Introduction to Design Thinking

User Experience Journey 3

Approve Claim Request

Duration of the Journey: 3 min



Search  

35551234 **75**
USD
Last Week
 Replacement
 Product Quality

35563131 **44**
USD
2 days ago
 Reimbursement
 Dislike

35579998 **211**
USD
Yesterday
 Replacement
 Wrong Size

36012224 **98**
USD
Yesterday
 Reimbursement
 Other

Case 35551234 **75**
USD
Last Week
 Customer: [Justine Harrington](#)
 Processor: [Todd Haney](#)



 ¹

Request For: Replacement
 Issue Category: Product Quality
 Received By: E-Mail
 Subject: Shirt worn out after only 1 week
 Purchase Info: Online Store at 04/03/2015
 Products (1)

Description	Product No.	Price	Returns	Avg. Rating
 Fancy Shirt (M)	T-12377	74.98 USD	23 %	★★★★☆ >