



## **SAYS**

I don't expect to have to pull teeth to get something done

If I need to find something or manage my account, it should be easy for me to do it myself without having to call

I don't have time to waste on long calls or to seek out buried information

## **THINKS**



I don't have time for this

There's not enough info on the website



## **DOES**

Uses the chat function to self-serve

Ignores marketing emails

Avoids calling anyone on the phone



## **FEELS**



Frustrated - my needs are being ignored

Annoyed - can't get any answers on the site

Unsure because the info on the site is unclear