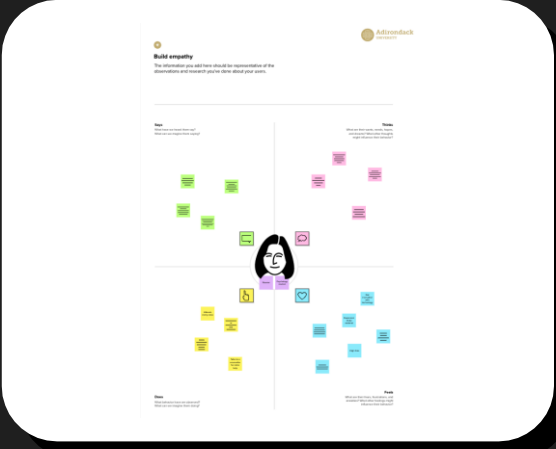# Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

DATE	20.04.2023
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PROJECT TITTLE	INTELLIGENT CUSTOMER RENTENTION:USING MACHINE LEARNING FOR ENHANCED PREDICTION OF TELECOM CUSTOMER CHURN

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Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Provide more offers reliable service.

customer leaving telecommunication

call records, service usa

Complicated billing process.

Ineffficient customer servicies.

Not and effective retention strategy

Have average subscribers length.

Using Machine Learning for Enhanced Prediction of Telecom Customer Churn

Poor customer service

Data splitting.

Social network analysis features.

Fear and unfear treatment.

Identifiying at risk customers.

Partner incorrect.

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?