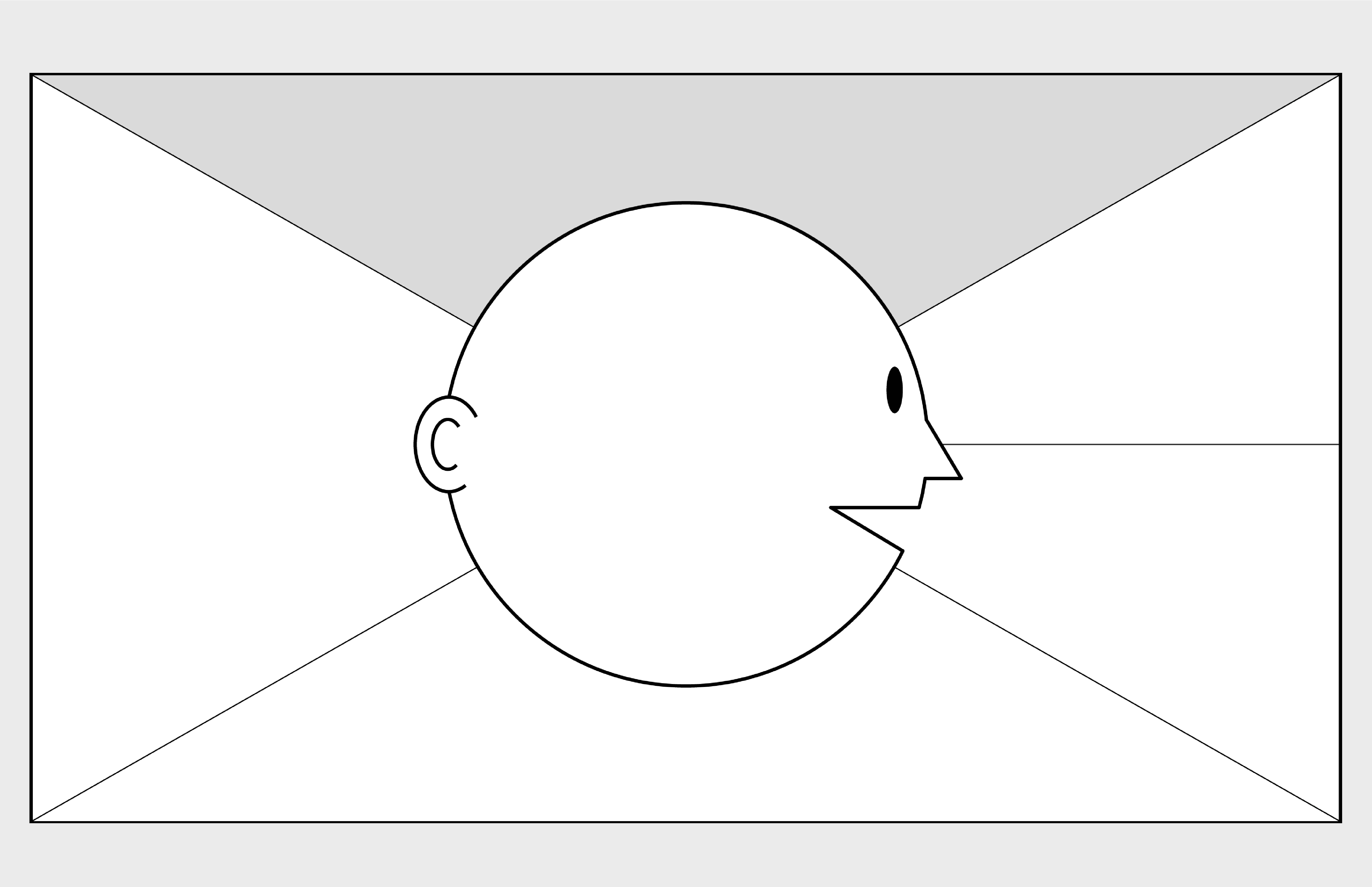
* Feedback from customers about their experience with different salespeople
* Feedback from their employees about what they like and dislike about the current system
* Feedback from employees about what customers like and dislike about the current system
* New travel deals or packages that they can add to the system
* Metrics about the current system performance such as average wait times of customers
* “I need to provide my employees with more information about customers so they can better prepare for inbound and outbound calls”
* “I wish I had a way to keep track of how all my employees were performing, it wastes too much time to check on everyone individually”
* “We need to make sure that customer satisfaction is prioritized in our sales”
* “Our services keep growing bigger and bigger, it is unfair to expect our employees to memorize the entire database of packages”
* Dream of customers being able to recommend the service to their friends and family
* Always hoping for new deals and packages that they can add to the service
* Want to encourage employee morale and reward high performing salespeople



**Empathy Map Canvas**

*Designed for: Product Owner*

*Designed by: Cormac Hegarty*

*Date: 19/05/2020*

**WHO**

**are we empathizing with?**

**What do they need to do?**

**GOAL**

**What do they see?**

**What do they say?**

**What do they**

**DO**

**?**

**What do they hear?**

**What do they**

**THINK**

**and**

**FEEL**

**?**

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Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy

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map/

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**PAINS**

**GAINS**

* Constantly worried about the success of their business
* Worry about customers using existing online services instead of an over-the-phone travel booking option
* Concerned about bad reviews meaning less business for the agency
* Worried employees will become dissatisfied with an outdated system
* The current owner/commissioner of the travel agency
* Someone who is heavily invested in increasing current performance and call times
* Someone who cares about both customer and employee satisfaction gained from the system
* Existing employees
* Current travel agency system
* Limited performance information about current employees and what they know
* Reviews and feedback posted by customers about the agency
* Operate the current business
* Respond to customer and employee feedback
* Manage the way data is obtained about users and employees to assess the personal details of everyone using the system and make appropriate decisions
* Respect the privacy and security of customer data
* Respond to suggestions made by employees and customers to improve their service.
* Hire and assess employees before they begin to ensure they are of high quality
* Access and provide a range of deals for employees to sell from 3rd party companies.
* Evaluate employee performance and customer satisfaction responses.