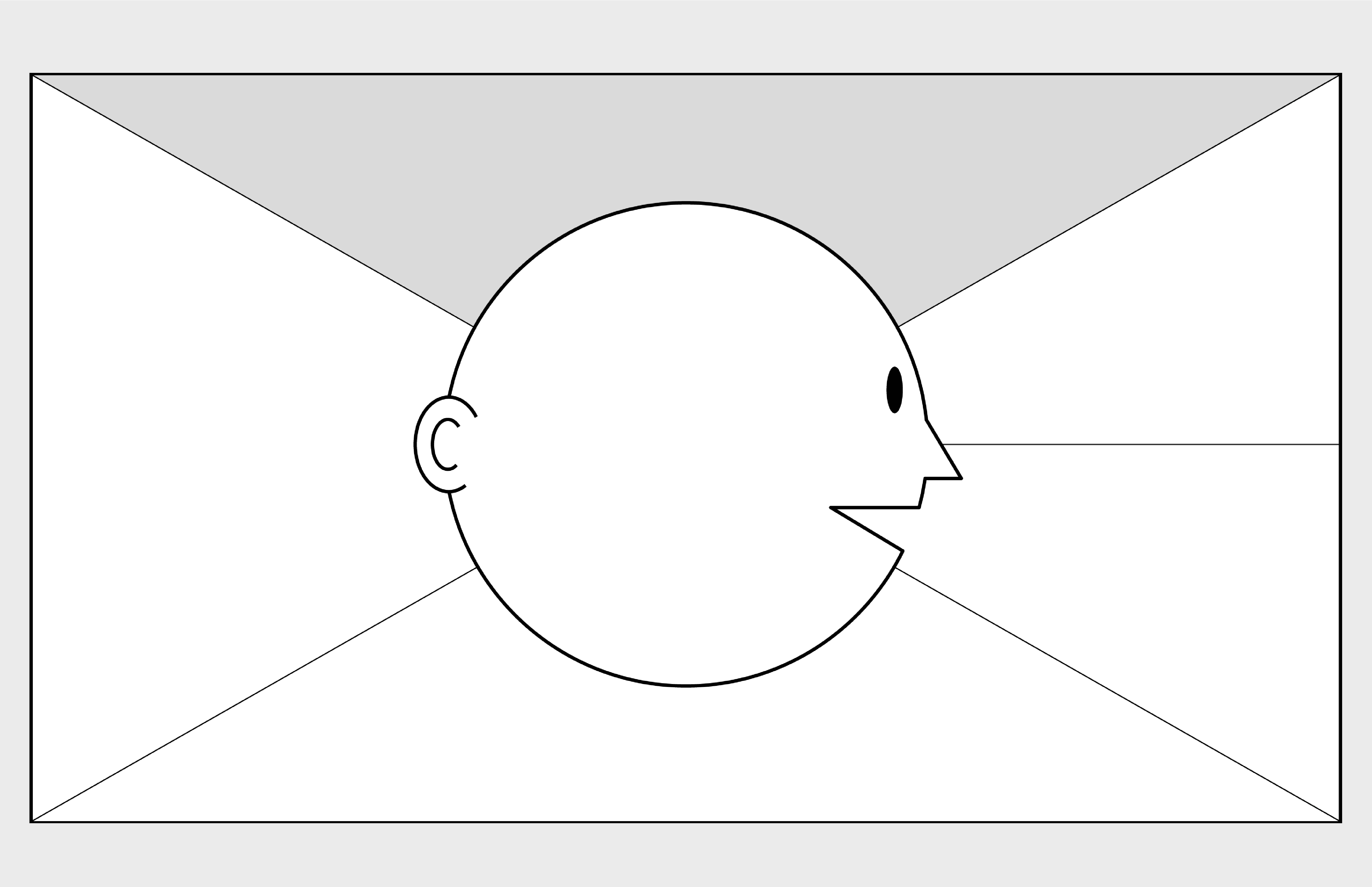
* Customer feedback – both positive and negative towards their experience
* Listen and respond to customer demands and interests
* Customers who speak in a different language or use regional colloquialisms and present some form of a socio-cultural barrier towards an effective and efficient sale
* The performance, scripts, and tactics used by top performing salespeople
* Performance evaluations from their supervisors



**Empathy Map Canvas**

*Designed for: Relationship Manager*

*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**

* Fears a customer giving negative or hostile feedback
* Worries about not having the knowledge to pitch an appropriate package to a customer
* Insecure about their ability to sell all packages offered by the agency to a range of customers (The packages they know about aren’t for everyone)
* Worries about a language or other socio-cultural barrier limiting communication with a customer
* Dream of having quick and friendly interactions with customers
* Wants to elicit a customer’s dream deal in the shortest amount of steps/questions asked
* Looks to build a sales reputation and increase their performance and sales metrics
* Employee of the travel organization
* Someone who has a specific depth of knowledge about a subset of the company’s extensive holiday packages
* Someone who can demonstrate their performance and work to be rewarded
* Someone hard working who wants to know more about the customer
* Limited pre-existing information about the customer
* Access to the company website to search for existing deals
* No metrics provided for their current performance, or the background/interests of different customers
* A database for outgoing calls
* Improve their existing knowledge and performance metrics
* Make fast and effective pitches towards customers to encourage return visits
* Feel valued and appreciated by their company
* Interact with people of a familiar socio-cultural background
* Favour pitching holiday packages that they are familiar with.
* Pay attention to customer information, likes, and dislikes, to tailor holiday deals
* Respond to measures of their performance and customer feedback
* Work to improve or expand their current skillset
* Does background research on customers and their preferences to find the best deals they can for them
* “I work better when customers need deals in my areas of expertise”
* “I wish the company could recognize when I am performing well”
* “I can make sales quite quickly, but long wait times for customers on hold make them disgruntled and upset”
* “Our range of packages is very extensive; it would be easier if the managers could specialize”