

## Says

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

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 expect to have to pull teeth to get something done

## 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