

Define CS, fit into CC

**1. CUSTOMER SEGMENT(S)****CS**

Eligible Customer means either an eligible low-income customer or an eligible senior citizen customer who demonstrates to the utility his or her eligibility. Eligibility Customer means either a low income or senior citizen customer whose arrearage has not accrued as a result of theft or unauthorized use.

**6. CUSTOMER****CC**

The triple constraint theory says that every project will include three constraints budget/cost, time, and scope. And these constraints are tied to each other. Any change made to one of the triple constraints will have an effect on the other two.

**5. AVAILABLE SOLUTIONS****AS**

An admission management system is a digital solution to manage student enrolments in colleges, universities, and training institutions. Educational institutions use education CRM to distribute inquiries to counsellor's/admission teams, follow-up with leads, and complete the enrolment process digitally.

Explore AS, differentiate

Focus on J&amp;P, tap into BE, understand RC

**2. JOBS-TO-BE-DONE / PROBLEMS****J&P**

Admission is granted through both merit-based and entrance exam-based admission process. The minimum BCA eligibility criteria followed across all top BCA colleges is 50% marks in 10<sup>th</sup> +2 or equivalent examination with computer application / computer science as an additional or core subject

**9. PROBLEM ROOT CAUSE****RC**

The admission process involves filling out an application form and being interviewed by the principal and teachers. Eligible incoming first year students will receive a letter of invitation during the admission process. The outcome of the admission process may affect a student's future career trajectory considerably.

**7. BEHAVIOUR****BE**

When patients are discharged from the respective wards the discharge paper is prepared in the ward and handed over to the patient. This process takes approximately 3 hours from verbal instructions of discharge to hand over of discharge paper.

Focus on J&amp;P, tap into BE, understand RC

Identify strong TR &amp; EM

**3. TRIGGERS****TR**

A trigger is an event that causes a buyer to have a clear need, which usually converts into a sense of purpose and urgency in their buying process.

**4. EMOTIONS: BEFORE / AFTER****EM**

All parts of the job can affect emotions, including the actual job tasks, management styles, co-workers actions, and job pressures. Positive and negative situations at work create long-term emotional responses that can impact job satisfaction, development, and commitment.

**10. YOUR SOLUTION****SL**

- Simplify the admission process
- Centralize the process
- Make the inquiry process as simple as possible
- Provide online and offline support
- Keep your applicants engaged and involved

**8. CHANNELS of BEHAVIOUR****CH**

Admission process if executed manually can involve lot of activities including design of application form, printing of forms/ challans, distribution of forms to students, payment collection, short listing of candidates. The academic institutions have largely adopted the technological tools to manage the crucial academic processes right from "admission to alumni registration". This has made things happen faster and get automatically documented at the same time. But still, there are certain academic processes which are yet to be digitalized.

Extract online &amp; offline CH of BE