Corporate Employee Attrition Analytics

THINK & FEEL PREOCUPATIONS What is important? desires? aspirations? worries? **HEAR** SEE ENVIRONMENT INFLUENCES What is the environment like? What friends, family and influencers are saving? What's going on in their world? Who really influences? How? What peers say? What media channels influence this person? books, magazines, TV, Facebook, blogs? SAY & DO BEHAVIOR > How is the attitude? > How do they act in public? > What's the image portraid? What are the contradictions between what is said an what is felt?

CUSTOMER EMPATHY MAP

PAIN

What are the frustrations? What obstacles stand in the way? Want are the risks? What strategies can help in reaching goals?

GAIN

What represents succes? What does the client gain? Want to achieve? What strategies can help in reaching goals?