

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div><ul style="list-style-type: none">Customers/ companies that need help to keep track of the complaints they face.Companies that wants to provide good customer service to all customers</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div><div><ul style="list-style-type: none">Customer needs constant internet connection to operate the solution.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pros and cons of an alternative to digital</div><div>One available solution is automated call service where customers can call and can explain their problem briefly and wait for agent to be assigned to them</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your</div><div><ul style="list-style-type: none">Allowing customers to track the complaints better.Assign agents to queries that are raised up.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>What is the real reason that this problem exists? What is the back story behind the need</div><div><ul style="list-style-type: none">The number of queries that are generated are outrageously high.So it becomes difficult to track and respond to each queries</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>What does your customer do to address the problem and get the i.e. directly related: find the right solar panel installer, calculate usage and</div><div><ul style="list-style-type: none">To keep track of the queries until they are respondedIf not look into it</div></div>	
Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC		

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Amount of queries and the inability to respond every query.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Customer can feel worried and unsatisfied.

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Our solution is to create a registry to track of the queries until an agent is assigned and the query is resolved.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

They can upload the data to cloud.

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Make sure to find the best solutions to get the queries resolved.