

TOPIC

Customer Care Registry
KCT team
PNT2022TMID14729

PAIN

fear
frustrations
obstacles

it is
necessary
to make a
difference

why is this
so difficult?

Way to
pricey

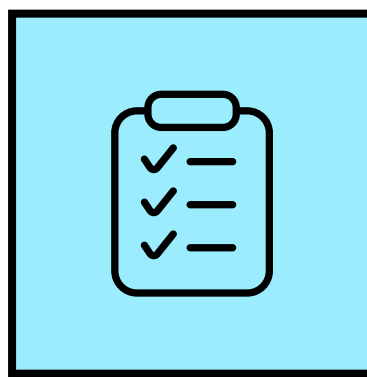
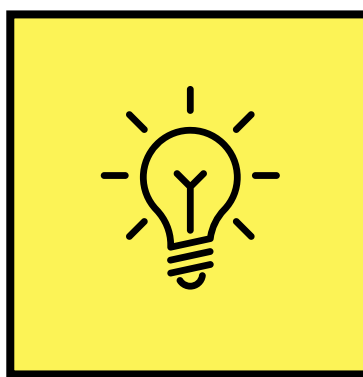
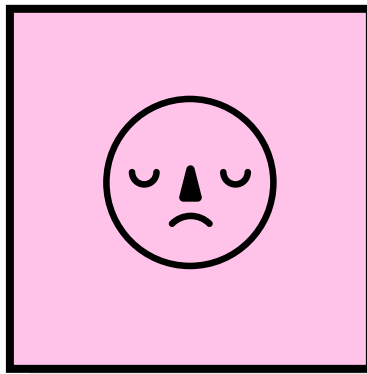
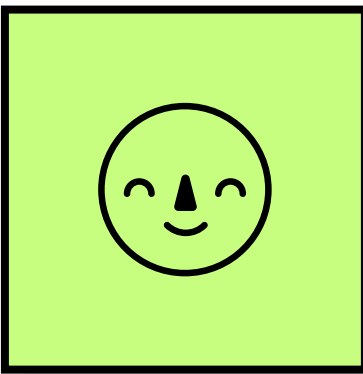
Purchasing
is
inconvenient

The ability
to select

Unsure who
to believe

It takes far too
long to contact
customer
registry

Long hours
spent
seeking



Modest
and local
purchases

observation
in the shop

Which
brand do
you
prefer?

where
should
she/he
begin?

Posts on
social
media

Emails with
offers

recommendations

commercials
on
Televisions

What do they think and feel?

what really count major preoccupations, worries,
and aspirations

What do they SAY and DO?

attitude in public
appearance
behaviour towards others

What do they see?

environment
friends
what market offers