Empathy Map

Gain insight and understanding on solving customer problems.

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Build empathy and keep your focus on the user by putting yourself in their shoes.

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Lot's of Recommendation
- Clean UI interface and easy interaction
- They want you to give them consistent answers
- Variety of service
- They like you to be proactive
- Time efficient
- Low price
- known the service provider details
- Easy to find service
- Responding quickly

What do they HEAR?
what friends say
what boss say
what influencers say

- Responding quickly
- what friends say?
- iam looking for something reliable
- should support bus
- what type of cutomers come?
- where i should start
- what customer expects?
- Attentive Listening
- customer satisfaction
- Selective Listening
- customer can expect best service based on our skills
- how long i have to wait?
- where should i look for?
- Interactive user interface
- Instant reply

What do they SEE?
environment
friends
what the market offers

- Service Recommen -dation
- Is variety of service is provided?
- Is service phone number available?
- Is service be cost efficient?
- What my friends and family think about my employer?
- How the Company will maintain their position in market?
- Is webpage responsible?
- Is the Environment will be in friendly manner?
- Trust issue on product quality
- How the service will be provided?
- Is service will be
- Is service is made on time?

CUSTOMER CARE REGISTRY

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- Had a chat support to Providing communication directly to the user and customer
- Personalize the Customer service is a continuous learning process
- Follow up after a problem is solved
- Handing the difficult situation

PAIN
fears
frustrations
obstacles

- Lack of strategies
- Exploiting available data
- Finances price increase
- Unnecessary of long process
- Slow software
- Need to repurchase often
- Lots of manual work
- Lack of information for agents

GAIN
"wants" / needs
measures of success
obstacles

- Easy of conveniences
- Benefit for the customer
- Tracking of services
- User satisfaction on service
- Help center
- Service Delivering the needs on time
- Providing assurance on repair services