Empathy Map 2

the challenges of adopting data and analysis

data privacy and security

Improving sales team performance

Use end-to-end automation to collect, store and analyze the sales datasets.

Pick a right tool to analyze sales data

why data is important?

future profit or loss

Says

Does

Why should you track sales analytics?

Thinks

Feels

May breach privacy of the customers,increases time and cost

gathers sales data and gauge performance

enable your agents to spot key trends, dive deep

collects, cleans, and interprets data set in order to answer a question or solvea problem

helps to find the weak spots

gives us the ability to stay organized

allows us to

interfere if

any critical

problem

occurs

provides better understanding about the customer's needs