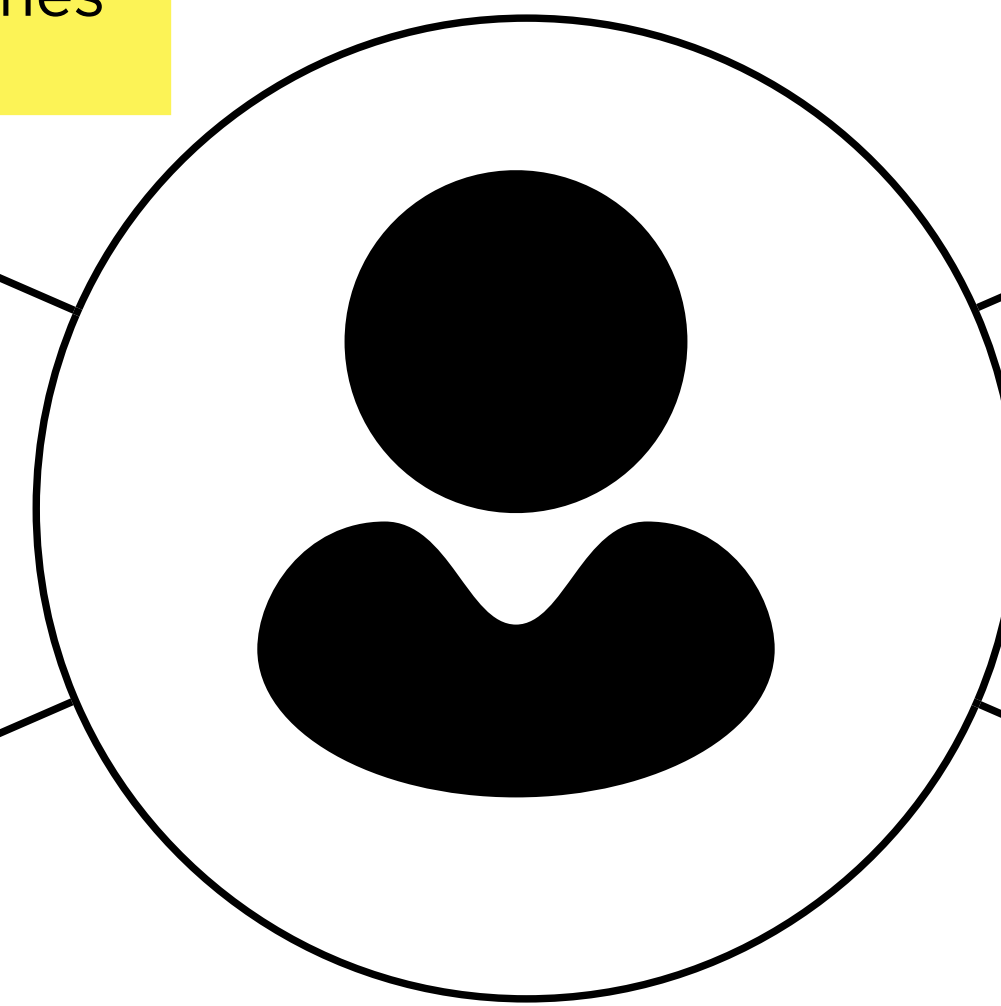


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

# What do they HEAR?

what friends say  
what boss say  
what influencers say

Proactive approach to provide information

Personalized Interactions

Enabling qualified agents for solving issues

Simple and Routine Enquiries

Customer's query should be addressed

All the possible solutions should be listed

Tooling simplicity and adaptability

Customers often want to start the service process online

Establishing user-centric cloud service registries

customer can view the status of the ticket till the service

The description of the issue will be stored in the cloud ,till the service is provide

Customer can raise the tickets with a detailed description of the issue

Establishing User-centric Cloud Service Registries

Sorting Software , applications, hardware, data communication & telecommunication device usage enquiry

Handling returns and exchanges

Addressing billing concerns

Customer interaction are stored in cloud

Each customer service interaction is an opportunity to grow bussiness

Assisting a customer with questions

Answering customer question about the company ,products, or services

Making changes to customers accounts

Directing customer to the right department or supervisor

To resolve customer complaint

To ensure customer satisfaction

Enabling agents to do more meaningful tasks

What influences your customers?

Through what channel do your customers get their information?

Is your customer easily influenced?

Minimum the resource, maximum the returns.

## PAIN

fears  
frustrations  
obstacles

Productivity, financial process, and support

May be slow

Adjusting to meet customer needs where possible

Doesn't not work well in low speed connectoins

Requires a constant internet connections

Limited features

We can rectify our problem from where we are

## GAIN

"wants" / needs  
measures of success  
obstacles

Issues are addressed properly

Emotional connect between customer and the company

Customer can track each and every step of their issue

Proper awareness on the issue

Spend less time on routine tasks

Focus on helping customers to solve problem

customer satisfaction for the service provided