

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <p>A customer segment incorporates registration information, demographics, address information, customer culture, purchase history, and other miscellaneous attributes which define a dynamic group of customers or accounts. Customer segments serve as targets for advertising, promotions, suggestive selling, and email activities</p>	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <p>Customers today expect communication with service departments to be instant. In fact, they want immediate resolution of their concerns too. This is, indisputably, the first in the long list of the common problem with customer service that needs to be addressed by businesses.</p>	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> <p>Make use of technology and automation that helps take care of some of the repetitive task through a combination of cancel responses that are framed to expedite the workflow. Allow your customer to reach you via multiple channel including emails, website chat, phone, social, text message and allocate resource accordingly</p>	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <p>Customer pain points are shortcomings in a product or service that can make customers less likely to make a purchase. Most products have pain points, and it's important for companies to identify and eliminate them in order to achieve success. If you're interested in product solutions for your company, it might be helpful to better understand customer pain points and how to reduce them</p>	9. PROBLEM ROOT / CAUSE RC <p>A decision-tree style diagram can help identify the root cause by automating customers through a step-by-step process that will help them identify the root cause or the source of their problem. In the case of internet connection difficulties, there are three common reasons why this can happen: modem is disconnected, proxy server malfunction or router is powered off. All three of these problems occur regularly and can be easily fixed</p>	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> <p>Effective customer service starts by listening to what customers have to say about their needs, wants or concerns. If you can provide complete and honest answers to their questions, you begin to gain their trust and establish your company's credibility</p>	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <p>This trigger provides a means to reach out to customers when they first register with your store, which is usually an indication that they currently have a keen interest in your store. Targeting these customers with marketing materials or promotional offers can encourage them to make a purchase.</p>	10. YOUR SOLUTION SL <p>You need a team of service personnel with a positive and can-do attitude against hiring people just on the basis of their experience. Ensure that they are empathetic to customer needs, no matter how badly the customer behaves or speaks. Invest time and effort to upskill your team, especially in soft skills, through ongoing training and development programs</p>	8. CHANNELS of BEHAVIOR CH <p>ONLINE A large number of e-services are multi_channel(MC), combining the internet with other channel of service delivery such as the phone and physical facilities. As a result, online customer frequently engage in MC behaviour</p> <p>OFFLINE The rise of e-commerce has a dramatic effect on physical stores and has also changed customer needs and behaviours with customers requiring both online and offline benefits in the shopping context. Offline-online channel integration, where online features are implemented in the physical store, has been introduced as a means for physical stores to react to the rise of e-commerce as it addresses the changed customer needs.</p>	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <p>Even worse, this approach doesn't allow you to even the workload across several teams, which means it can be very difficult to stand by response delays and some messages might even be downright ignored if they expire before agents get to answering them.</p>			



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