

Define CS, fit into C	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? We'll walk you through our thought process and how we came to cluster the customers, what features were used and what methods were implemented to get a desired result. This article is divided into six sections:</div><div><div>1. Business Problem.</div><div>2. Data Exploration.</div><div>3. Data Preparation.</div><div>4. Model Implementation.</div><div>5. Results.</div><div>6. Future Work.</div></div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>Customer constrains is the action a company takes in response to a service failure, in an effort to convert previously dissatisfied customers into loyal ones. Successful companies have a process that not only mitigates incoming customer complaints, but also make the customer feel really good about the experience. In the long term, service recovery has a positive impact on customer retention, satisfaction, brand reputation and word-of-mouth. And, while most companies place a greater focus on customer acquisition than on customer retention, we all know that acquiring a new customer is anywhere from five to <u>twenty-five times</u> more expensive than retaining an existing one.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the problem Or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? PROS Improved focus on core business activities Increased efficiency Controlled costs CONS Offshore outsourcing issues Difficulty with quality control.</div></div>	Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Create a process that outlines the workflow of what an agent should do when he or she receives a customer query with the focus of handling it promptly and efficiently

Ensure that your agents are aware of their roles and responsibilities along with who they are accountable to if and when there are lapses in service

Make use of technology and automation that helps take care of some of the repetitive tasks through a combination of **canned responses** that are framed to expedite the workflow

Allow your customers to reach you via multiple channels including email, website chat, phone, social, text message and allocate resources .

9. PROBLEM ROOT CAUSE

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What is the real reason that this problem exists? What is the back story behind the need to do this job?

The overall structure of the situation will indicate several directions in which your analysis can proceed. In more complex situations, however you will have to probe more deeply into both the things and the processes that make up the structure. You will be trying to make clear the components of each, their importance to each other, and how they change over time. Clearly, in these more complex situations you will also have to be selective. Not all the possibilities are likely to prove equally important in solving the problem. Consequently, you will have to make a judgement early on about which areas deserve the greatest attention of effort. Such judgements can only be based on experience in the industry or in solving similar problems and are thus generally made by senior members.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

Visiting the official page of airlines and Service guarantees encourage customers to complain as they affect customers' perceptions of reliability, but are tenable only when the company is already focused on service quality.

Empowering employees is a powerful tool for effective service recovery as the workforce will be able to think for themselves and make decisions on their own for the benefit of the firm's customers.

Successful recovery strategies include taking responsibility, a quick reaction and response by a senior employee, a fast response accompanied by a full refund plus some amount of compensation or a large amount of compensation provided by a high-ranking manager

3. TRIGGERS

TR

What triggers customers to act?

- Preventable fuel problems such as exhaustion, mismanagement, contamination, or misfueling.
- Structural failures where a broken connecting rod, crank, valve, or camshaft is present account for seventeen percent of engine failures, primarily in Continental engines.
- Mechanic failure by under-torquing cylinder

10. YOUR SOLUTION

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If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Findings suggest that causes, magnitude, and consequences of service failures influence customers' positive and negative emotions. Providing compensation for the current trip, either monetary or nonmonetary, can alleviate customers' negative

<p>through bolts, rod nuts, fuel pumps, and accessory case hardware that can cause damage to other engine parts.</p> <ul style="list-style-type: none">• Fuel starvation due to pilot ignorance in not knowing how to access fuel tanks which cause engine failure.• Induction icing when pilots experienced engine failure after forgetting proper use of carburetor heat when descending	<p>Businesses ought to understand customer needs as it is vital to match the competitive market place. Broadly, customer needs are about delivering a better experience by exceeding their expectations. When you anticipate what your customers want, you can create content, expand your product features or services to meet those needs early.</p> <p>Provide faster solutions – One of the common things customers want is real time support. By identifying the needs of your customers you can provide faster and effective support.</p>	<p>emotions, while providing compensation for future travel does not have any impact on emotions. Findings further suggest that positive employee attitudes, behaviors, and prompt service recovery actions generate more positive emotions while alleviating negative emotions compared to compensations provided.</p>
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>Frequently complaining customers are bad. But do you know who's worse? Customers who don't complain at all. In fact, they don't even bother responding to your emails</p> <p>. They simply stop engaging with you because they lose hope in your services.</p> <p>The Customer Stops Trusting ;</p> <p>This happens when you repeatedly under-deliver or fail to honor your commitments with the client. This is usually the last stage of client dissatisfaction where he loses all hope in your services and starts approaching your competitors for better solutions.</p>	<p>Improve your products & services – Customer research helps understand the motives behind the buying process. You can learn about the areas you are missing out and create an effective USP. The insights can be used to enhance the products or services to satisfy customer needs.</p> <p>Reduce the number of support tickets – Building the product and services considering the needs of the target customers ensures effective solutions to customer issues.</p>	<p>8.2 OFFLINE</p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>Customer recovery is the action a company takes in response to a service failure, in an effort to convert previously dissatisfied customers into loyal ones. Successful companies have a process that not only mitigates incoming customer complaints, but also make the customer feel really good about the experience.</p>