

Define CS, fit into	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div><ul style="list-style-type: none">to develop an effective strategy for targeting its customers.to understand how the customers are alike, what is important to them, and what is not.</div></div>	<div>6. CUSTOMER<div>CC</div><div><ul style="list-style-type: none">Providing discount for a productDeliver the product at right time</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div><ul style="list-style-type: none">Online feedback optionToll free number to ask queries by the customers.</div></div>	Explore AS, Focus on J&P, tap into BE, understand
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div><ul style="list-style-type: none">Provide timeless marketingprovide customers’ desired and decided products with analytical tracking.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div><ul style="list-style-type: none">Low employeesLack of customer retentionOut of stock in productDamage of the customers’ desired products</div></div>	<div>7. BEHAVIOUR<div>BE</div><div><ul style="list-style-type: none">By contacting the customer care support teamShift their shopping to another shop</div></div>	
	<div>3. TRIGGERS<div>TR</div><div><ul style="list-style-type: none">Blindly considering the data analytics of the high purchased products by their neighbors.</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div><ul style="list-style-type: none">Understand what customers need products every period of time.Know the value of customers’ retentionCheck the analytics dashboard every week to know the customer behavior of purchasing the products.</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE<div><ul style="list-style-type: none">Filling an online form as customer feedback</div>8.2 OFFLINE<div><ul style="list-style-type: none">Voice out from the customers</div></div></div>	
Identify strong TR & EM	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div><ul style="list-style-type: none">Shouted/realizedMisunderstand/understand</div></div>	Extract online & offline CH of BE		